OCTOBER 8, 1951

BROADCASTING
TELECASTING

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT.
96 PUTNAM
DETROIT 2 MICH.

PUBLIC LIBRARY
OCT 8 1951
DETROIT

WOR-tv channel 9

New York's greatest tv sports station

programming The World Series, Brooklyn Dodgers, All-Star baseball game, boxing, wrestling, collegiate basketball, pro and collegiate football highlights...

expands its 1951 fall schedule!

The station whose main events on Tuesday, Thursday and Saturday attracted a 41% larger audience than the Madison Square Garden events during the 1950-51 season now brings you the strongest sports line-up ever seen on any tv station in New York.

Monday—Boxing, IBC Bouts from St. Nicholas Arena

★ Tuesday—Boxing from Westchester County Center

Wednesday—Wrestling, from Ridgewood Grove (in October); Basketball, from Columbia, Fordham and St. Francis College... from their own gyms (in December)

★ Thursday—Boxing, from Sunnyside Gardens

Friday—Wrestling, from Jamaica Arena

★ Saturday—Boxing, from Ridgewood Grove

These top-premium sports availabilities guaranteed against preemption... at a cost any sponsor can afford.

write, wire or phone **WOR-tv**
channel **9**
at 1440 Broadway, in New York

★ Bouts under the supervision of one of the greatest promoters and matchmakers in the fight game, Joe McKenna.

21ST year

PROFITABLE PROGRAMMING for YOU

M.C. Donald "Red" Blanchard—teller of humorous tales

7 AM

7 40 AM

INTRODUCING THE

RED BLANCHARD SHOW

A New Concept in WLS Morning Programming
. . . offering advertisers a tremendous Midwest Audience at Economical Participation Rates!

—with Donald "Red" Blanchard and featuring Captain Stubby and the Buccaneers and Phyllis Brown

Presenting "The Red Blanchard Show"—a new, exciting live-talent participation program, 7:00-7:40 each morning, Monday thru Saturday. Using the WLS pre-tested, time-proven formula of live-talent block programming, "The Red Blanchard Show" is offering listeners a Saturday night Revue for morning enjoyment! In addition, each day Captain Stubby and the Buccaneers, famous NATIONAL BARN DANCE favorites are featured—plus other outstanding WLS entertainers. Comedian Donald "Red" Blanchard, the midwest's laughable comic favorite, M.C.'s the entire revue.

There is something to please all tastes: Service features—weather—time—temperature; comedy; musical favorites both vocal and instrumental—all combined in that informal, friendly manner which has proven so enormously successful on the Saturday night NATIONAL BARN DANCE.

A. C. Nielsen's Chicago Station Area Reports have consistently shown the 7:00-7:40 A.M. WLS time to reach top available audiences. Your Blair man can give you complete audience information.

WLS accepting, believing morning listeners are being reached, and most economically, too! Each day's program is designed for sales on an effective participation basis, with live or transcribed announcements.

Captain Stubby and the Buccaneers—from musical mad-caps to soft interpretations

See your Blair man today for complete details on the Red Blanchard Show—profitably programmed for *you*.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Phyllis Brown—The Little Melody Miss

Cross Country

WHIM Leads All Independents

Hooper proves,
WHIM not only leads all stations in Providence -- morning and afternoon, *

but...

WHIM also tops all independents throughout the United States - morning and afternoon. * *

No Baseball - Just Music & News

1000 watts **WHIM** 1110 kc

Providence, Rhode Island

* Providence Hooper; June-July, 1951

* * Independent Station ranking, Hooper; June-July, 1951

Represented Nationally by the Headley-Reed Company

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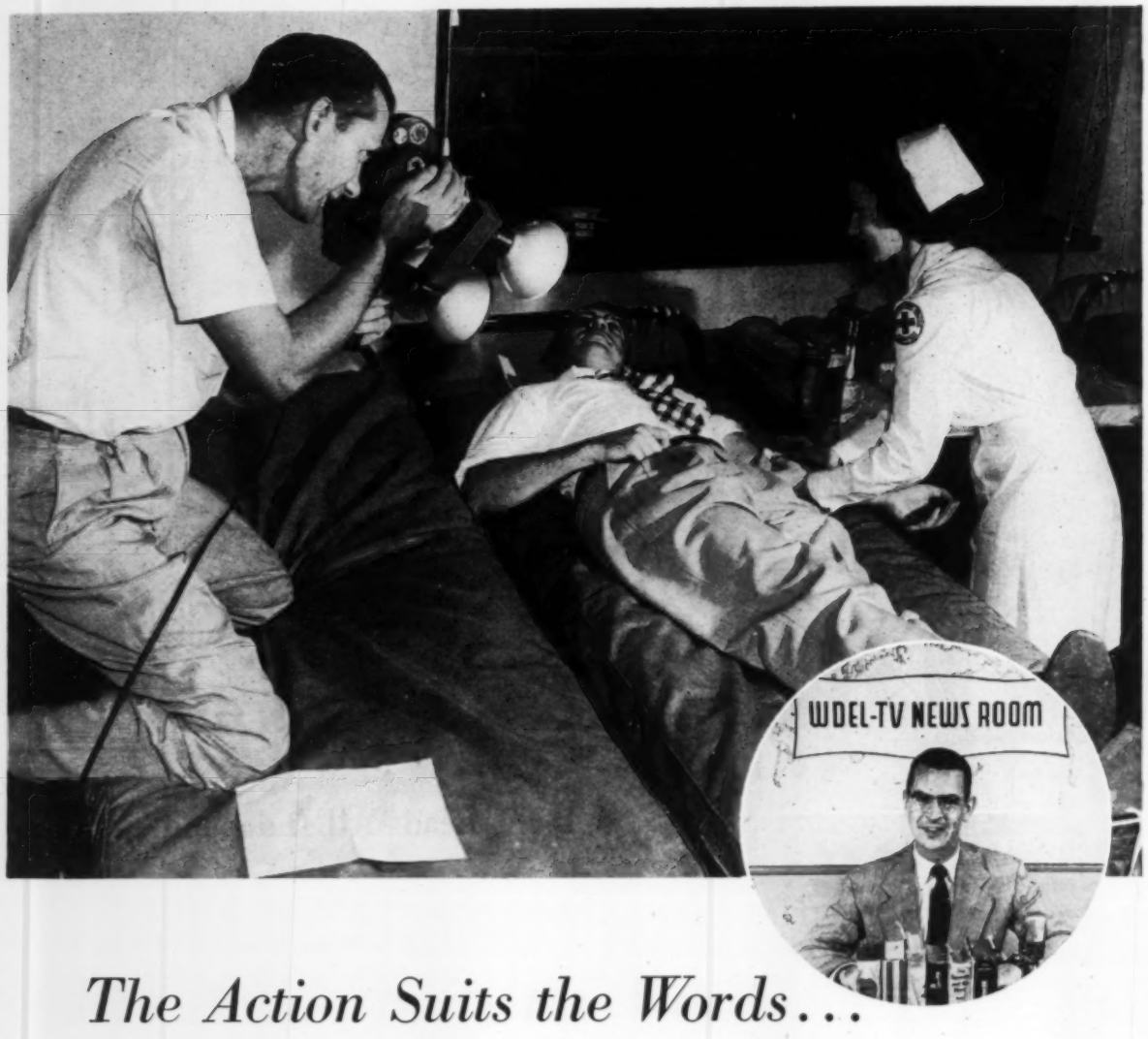


The Action Suits the Words...

During the most recent visit of the Red Cross Bloodmobile to Wilmington, WDEL-TV's local news reporter, James Adshead, was among several hundred men and women who contributed blood for use in Korea. A WDEL-TV news cameraman films the event for telecasting on "Delaware Newsreel."

The local news program, "Delaware Newsreel" is presented four times weekly. For this program, two WDEL-TV cameramen cover all important news events in Wilmington and surrounding areas. During September, Adshead appealed for volunteers to support the Red Cross Campaign for blood, and suiting action to the words, he was one of the first in line the morning the drive opened. Films made of him in the Red Cross Bloodmobile were shown on "Delaware Newsreel" the same night. This TV publicity contributed to the success of the drive . . . and helped to create active interest among hundreds of future blood donors.

The "Delaware Newsreel" telecasts are but one of the many local programs carried by WDEL-TV in an endeavor to meet the public needs of the communities it serves.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES · Chicago · Los Angeles · San Francisco · New York

at deadline

CLOSED CIRCUIT

WILL CORNELL U. become the CBS Television laboratory for educational and public service programs? Under active consideration is plan whereby broadcast-minded Ivy League institution would produce programs, acting in effect as CBS Television educational-public service headquarters. J. L. Van Volkenburg, CBS Television president, and Michael R. Hanna, general manager of Cornell's WHCU and Rural Radio Network, it's ascertained, have plan under advisement, with decision expected within fortnight.

SHORTLY TO BE announced will be promotion of William R. McAndrew, general manager of NBC's Washington stations (WRC-AM-FM, WNBW (TV)), as director of NBC television public affairs (news, special events, etc.) newly created position with headquarters in New York. Gene Juster, program director under Mr. McAndrew, expected to succeed him with Charles de Lozier, commercial manager of TV, as assistant manager.

SOME serious-minded writers of TV code concerned over prospect Chicago member meeting, behind locked doors, may bring revival of 1947 oratorical riot that led to watering down of original radio standards.

ROUGH going is predicted for any TV code clause covering amount of time sponsor identification symbols may be shown on screen, judging by first reaction to idea.

PUBLIC RESPONSE to the RCA advertisement in New York papers last week reportedly brought enough requests for tickets to color demonstrations to make the 10-day exhibition a standing-room-only hit. Admen pointed out that answering the ad involved clipping a coupon. RCA's three daily color tests will be given at Center Theatre, which has seating capacity of 125 (see story page 74).

PART or all of FCC funds requested for vital monitoring activities stand good chance of being restored by Senate Appropriations Committee. After revelation that FCC had tracked spurious transmitter signals in District of Columbia, members said to look upon monitoring value in new defense light. Budget sought $1,340,000, which House committee pared to $1 million and economy-minded House deleted.

YOU can write off new Taft-Hartley election requirement now pending on Hill as of little significance to broadcasters. Bill (S 1959) would permit employer and union to agree on union shop contract without special election as heretofore. Amendment would eliminate need for new elections in over 4,700 cases, with only small minority involving radio-TV. Legislation passed Senate, now pends in House. Controversy arose with SCOTUS decision in-

(Continued on page 6)

MRS. HORTON RCA DIRECTOR; 50¢ VOTED ON COMMON

MRS. DOUGLAS HORTON was elected to RCA Board of Directors, first woman to serve in that capacity, at regular board meeting, Brig. Gen. David Sarnoff, chairman, announced Friday. She succeeds Arthur E. Braun, member since 1921, who resigned both his RCA and NBC directorships.

Mrs. Horton, vice president of Council of Churches of Christ in America, became first woman to serve on NBC board when she was elected to that position last December. As Mildred McAfee, she served as president of Wellesley College and as commander of the Waves during the second World War.

At same board meeting, dividend of 50 cents per share was voted on RCA common stock, payable Nov. 26 to holders of record as of the Oct. 19 close. The semi-annual dividend brings total payment this year to $1 per share.

First preferred stock was voted on 87½ cent dividend for the Oct. 1-Dec. 31 period, payable Jan. 2, 1952, to holders as of Dec. 17.

HARKNESS URGES MEETING ON CENSORSHIP MUDDLE

MEETING of radio news executives and editors, including Washington radio and news correspondents, urged Friday by Richard Harkness, NBC commentator, to clear up confusion over security and censorship issue (early story page 25).

While President Truman has indicated he has no immediate plan to revive wartime Office of Censorship (see editorial page 56), Mr. Harkness said Thursday censorship mixup at White House had left radio newsmen as well as newspaper correspondents baffled over security policies. He added Joseph Short, President's press-radio secretary, would have called in newsmen at Thursday conference with government news chief if Administration were acting in good faith.

BUSINESS BRIEFLY

TEXCEL SPOTS ● Industrial Tape Corp., New Brunswick, N. J. (Texcel cellophane tape), has started spot radio and TV campaign tripling company's normal ad outlay. Is using 13 and 26-week contracts for three weekly spot participations in 11 markets for TV and storecast advertising of 12 spots per week, 13 weeks, in three radio markets. Agency, Kenyon & Eckhardt, New York.

CHICLE MYSTERY ● American Chicle Co., New York, to sponsor *The Top Guy*, mystery drama, on ABC-TV, Wed., 8:30-9 p.m., beginning Oct. 17. Agency, Dancer-Fitzgerald-Sample, New York.

ZENITH RADIO-TV ● Zenith Radio Corp., Chicago (hearing aid), will start radio-TV spot schedule in early November using one-minute spots in all TV and 120 AM markets, 13 weeks. Agency, MacFarland-Aveyard, Chicago.

GENERAL MILLS TV ● General Mills, Minneapolis, to sponsor *Betty Crocker Star Time* weekly on ABC-TV, 12-12:30 p.m., starting Sat., Nov. 3. Agency, Dancer-Fitzgerald-Sample, New York.

HOUSE PASSES BAN ON RADIO RECRUITING FUNDS

HOUSE Friday passed and sent to Senate amendment to defense funds bill to prohibit use of military funds for all recruitment advertising. Original proposal banned sponsorship only of radio-TV shows, but conferees reversed themselves late Thursday.

Overall ban provided at end of earlier Senate amendment which would limit expenditures for Defense Dept. public information activities to $10,950,000. Proviso adds that "none of the funds in this act (HR 5054) shall be used or expended in connection with recruitment advertising including sponsorship of radio and television shows by the Dept. of Army, Dept. of the Navy and the Dept. of the Air Force" (early story page 25).

Mountain Stations Hit Benton's Bill

BITTER condemnation of Benton "censorship board" proposal voted unanimously Friday by NARTB District 14 at Salt Lake City meeting (early story page 29), with postscript, "Connecticut broadcasters please take note."

Postscript referred to Sen. Benton's re-election campaign next year.

Frontal attack on President Truman's recent order extending security regulations to civilian agencies also embodied in second resolution passed unanimously. This further disapproved "any form of censorship of news from any government agency with the single exception of such news as might actually endanger the security of the nation."

Other District 14 resolutions, also adopted unanimously, voiced appreciation of regime of District Director William C. Grove, KFBC Cheyenne, and commended his efforts on behalf of technical employment relief for small and medium stations; praised NARTB President Harold E. Fellows and his administration with emphasis on activities protecting radio's welfare and freedom; criticized attempts to bring down radio rates and undermine economic status of industry; called for cooperation in promotion of peace.

Another resolution commended NARTB headquarters staff, pointing especially to activities concerning such legislation as O'Mahoney rider to defense bill and its ban on radio-TV recruitment advertising. Carl Haverlin, BMI president, was lauded for his organization's accomplishments.

for more AT DEADLINE turn page ➧

at deadline

In this Issue—

NBC announces innovations for advertisers and affiliates in far-reaching step which may alter policies of all networks. *Page 23.*

Broadcasting, TV employes highest paid in any industry. *Page 23.*

Indignation grows over Pres. Truman's order governing release of government information. Remarks at White House conference add to confusion. *Page 25.*

Editorial, "You Can't Say That," sees need for Office of Censorship to ride herd on indiscriminate government suppression of news. *Page 56.*

Hearing set for Nov. 9 on objections to petition for reorganization filed by LeBlanc Corp., producers of Hadacol. *Page 27.* In Washington the FTC filed a formal complaint challenging Hadacol claims. *Page 84.*

Radio today used by more advertisers, investing more money than ever before, Jerry Stolzoff, of Foote, Cone & Belding told members of Adv. Federation of America at Wilkes-Barre, Pa., Saturday. *Page 40.*

NARTB President Harold Fellows warns of inherent dangers to free speech in legislation sponsord by Sen. William Benton (D-Conn.). *Page 29.* NARTB District 14 meeting hears plan to explore all types of insurance for stations. *Page 29.*

On Capitol Hill House Interstate & Foreign Commerce Committee called on FCC Chairman Wayne Coy and Commissioners Paul A. Walker and Robert F. Jones for explanations of application renewal provisions of the Communications Act. *Page 53.* Illness of Commissioner Frieda B. Hennock temporarily postponed windup of Senate Judiciary Committee hearings on nomination to federal judgeship. *Page 27.* Sen. Edwin C. Johnson (D-Col.) made pithy observation on reservation of educational channel for TV. *Page 71.*

Defense Mobilizer Charles E. Wilson in third quarterly report said present inventory of TV and radio sets will help offset temporary production decreases. *Page 30.* The signal control bill to implement President's power to seize facilities under Communications Act won sweeping approval from House. *Page 37.* A Senate-House conference committee moved to prohibit spending of recruiting money for radio and TV programs. *Page 25.*

Among management changes are: Transfer of Allen L. Haid to vice president and managing director of WSPD, WSPD-TV Toledo; J. Robert Kerns to vice president and managing director of WSAI Cincinnati and Glenn Jackson to managing director of WMMN Fairmont, W. Va., for the Fort Industry Co. *Page 46.* John T. Murphy and Kieran T. Murphy made vice presidents of Crosley Broadcasting Corp. *Page 58.* Kenneth B. Murphy named general manager of WORC Worcester. *Page 68.* Harry Folts made manager of WINS New York. *Page 24.* Richard A. Stevens made director of Scheideler, Beck and Werner. *Page 24.*

WOODS, WARWICK FORM AGENCY IN NEW YORK

MARK WOODS, former president and vice chairman of ABC, and J. R. Warwick, former vice president and director of Warwick & Legler, announced Friday formation of Woods & Warwick Inc., advertising agency. Temporary quarters located in Chrysler Bldg., New York. Clients and principal personnel will be announced first of year.

Former vice president and treasurer of NBC, Mr. Woods organized Blue Network and was elected its president in January 1942. He remained president when Blue Network was purchased by Edward J. Noble and its name changed to ABC. He was elected vice chairman of ABC in January 1950, resigning June 1, 1951.

Mr. Warwick began his advertising career with Frank Presbrey Co. in 1931. He has been with Warwick & Legler since 1932 as vice president, stockholder, director, and member of plans board from 1936 until his resignation Oct. 1. He has served such accounts as Sherwin-Williams, Vick Chemical Co., William R. Warner & Co., Motorola, George W. Luft Co., Capehart-Farnsworth, Kingan & Co., and Equitable Life Insurance.

FOUR STATION SALES OK'D

FCC approved following station sales Friday: WIAC San Juan to El Mundo Broadcasting Corp. (WKAQ) same city for $480,000 [BROADCASTING • TELECASTING, Aug. 13]; KELP El Paso to Trinity Broadcasting Corp., licensee of KLIF, Oak Cliff, Tex., under a lease arrangement [BROADCASTING • TELECASTING, Sept. 10]; KWIN Ashland, Ore., to Leslie V. Bahr and James A. Strockland, paying $25,000 for 51.4% of stock; WBEL Beloit, Wis., positive control to L. O. Fitzgibbons for $13,333.33 for half of Lloyd Burlingham's interest.

TV TUBE SALES RISE

AUGUST sales of TV picture tubes to set makers totaled 210,043 tubes compared to 89,144 in July, according to Radio-Television Mfrs. Assn. Of August sales, 98% were 16 inches or larger and 93% rectangular. Eight-month TV tube sales were 2,851,222 units.

ALTERNATE SPONSORSHIP

Philco Corp. and Goodyear Tire & Rubber Co. will alternate sponsorship of *Television Playhouse* over NBC-TV (Sun., 9-10 p.m. EST) starting with Goodyear Oct. 14. Agencies, Hutchins Adv. Co., Philadelphia, and Young & Rubicam, New York, respectively.

Upcoming

Oct. 8-9: District 17 NARTB Meeting, Davenport Hotel, Spokane, Wash.
Oct. 11-12: District 15 NARTB Meeting, Clift Hotel, San Francisco, Calif.
Oct. 18: Affiliates Committee Meeting, Hotel Stevens, Chicago.
Oct. 18: NBC-TV Affiliates Meeting, Hotel Stevens, Chicago.
Oct. 19: NARTB Television Membership Meeting, Hotel Stevens, Chicago.
(More Upcomings on page 38)

Closed Circuit

(Continued from page 5)

validating union shop pacts on issue of non-Communist affidavits.

CHARGE by Dudley LeBlanc that FTC complaint against Hadacol was politically-inspired because he seeks gubernatorial seat in Louisiana categorically denied in Commission quarters. Authorities point out Hadacol ad claims were under scrutiny long before Sen. LeBlanc announced candidacy. It's also known that FTC has had formal complaint under wraps for past few months (see story page 84).

WNBC New York planning entry into all-night broadcasting field in near future, as soon as program plans now under development can be completed. In this move, NBC's New York key station would be following example of network's Chicago O&O station, WMAQ.

THOUGH FINAL decision may await Mutual affiliates' approval of overall MBS-MGM program tieup [BROADCASTING • TELECASTING Sept. 24], it's expected that among existing programs that will go into the six evening hours to be supplied weekly by MGM radio attractions will be *Story of Dr. Kildare, Hardy Family, Adventures of Maisie, Gracie Fields Show, Crime Does Not Pay,* and hour-long *MGM Theatre of the Air.*

BAYLOR CHIDES SENATOR FOR RADIO PREJUDICE

USE of radio advertising for Armed Forces recruiting can bring more recruits per dollar spent than any other medium, Dave Baylor, vice president and general manager of WJMO Cleveland, wrote Sen. Joseph O'Mahoney (D-Wyo.) in answering criticism over use of paid time and space.

Sen. O'Mahoney is author of amendment to proposed defense funds bill which would prohibit use of funds for radio and TV recruiting.

Mr. Baylor wrote he was unable to understand why radio is being singled out for criticism in spending advertising money when radio and TV total combined would be less than sum spent in other media.

Use of the Frankie Laine program, Bill Stern sports series and *Game of the Week* were defended in letter. Mr. Baylor said Armed Forces are trying to reach 18-year-olds, who spend more time listening to radio than reading national weeklies and are more influenced by radio than by printed media.

As to WJMO, Mr. Baylor said station has received $761 in 4½ years from Armed Forces recruiting advertising but had donated $6,44[illegible] in time to same agencies.

"The thing which disturbs me most," he concluded, "is that radio, which has undoubtedly done more in the way of giving of its facilities and talents to Armed Forces recruiting, without compensation of any kind than any other medium, is as usual being singled out for public criticism. All I want to know is why?"

SCRANTON TV APPLICATION

TV APPLICATION for Scranton, Pa., filed Friday by WGBI-AM-FM for Channel 22, 200 kw radiated power. Station plans $326,099 for construction, $100,000 per year for operation.

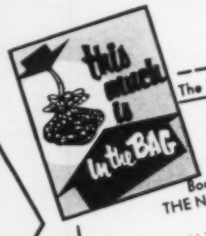
for more AT DEADLINE see page 106

The Bolling Company was founded on the principle that it is better to serve a few, well-managed stations thoroughly than a lot of them haphazardly. This principle has paid off for The Bolling Stations! Ask them!

DOLLAR FOR DOLLAR THE XL STATIONS DELIVER THE BIGGER MARKET

There are 2 Markets to sell!

In a recent, thorough investigation Advertising Research Bureau (ARBI) interviewed scores of persons who shopped in ADVERTISED stores LEARNED that some people get their information by listening others by Reading . . .



LET US PROVE IT!
Clip this coupon and receive the "Proof of Putting"

The XL Stations
315 W. Sprague
Spokane 4, Wash.

Please send me your Booklet on "TWO MARKETS IN THE NORTHWEST" . . .

Name .....
Business Address .....
City ..... State .....

The XL Stations

KXL KXLY KXLF
KXLL KXLJ KXLK KXLQ

Eastern Sales Manager - Wythe Walker - New York
Western Sales Manager - Tracy Moore - Los Angeles

SERVING THE PACIFIC NORTHWEST

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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TELECASTING Starts on page 69

WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Now MORE than 10 per cent of total U. S. retail sales is concentrated in the prosperous Middle West area served by Station WMAQ.

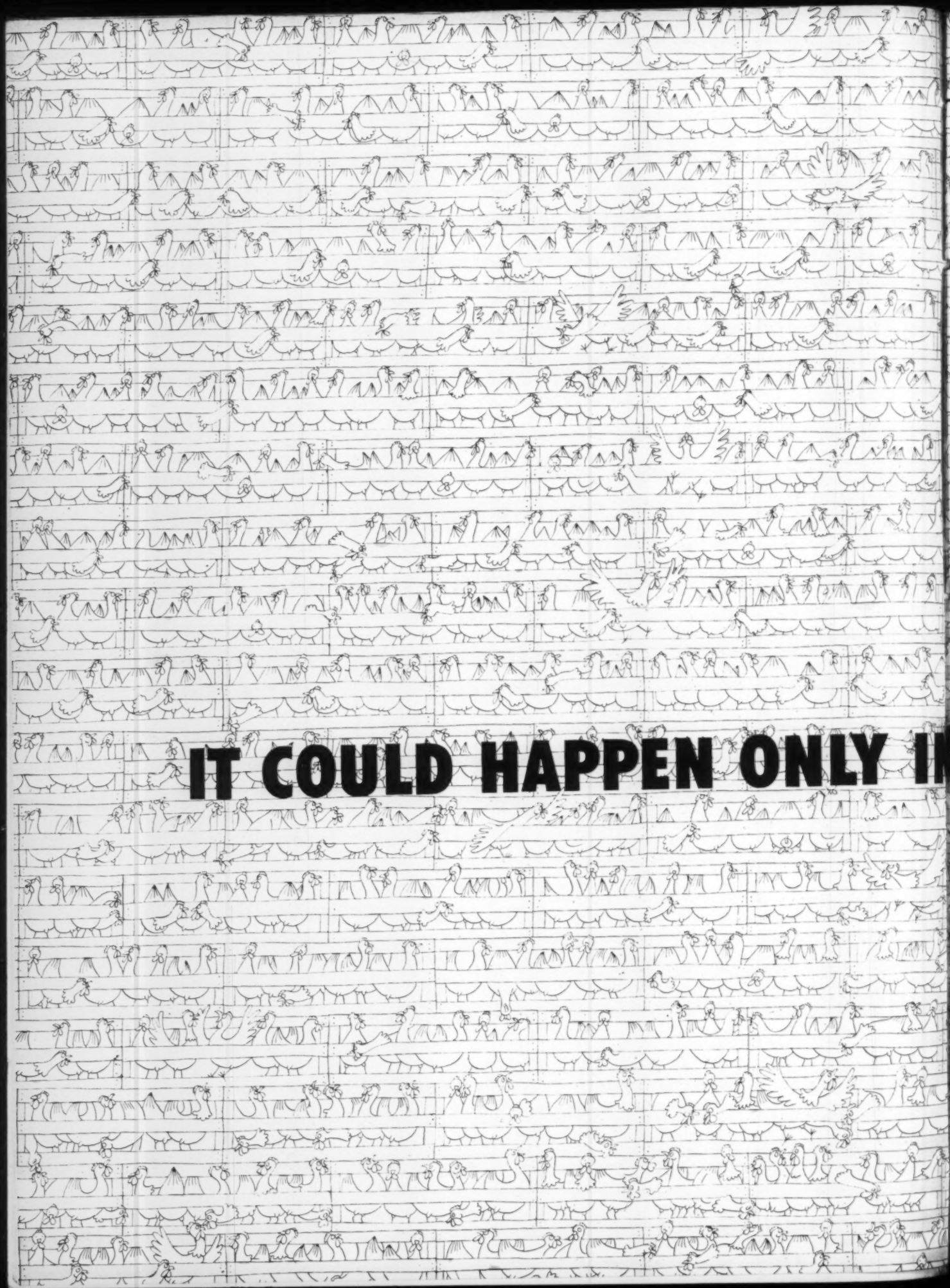
Almost 14 billion dollars, an *increase of 632 per cent* in dollar volume in the past 10 years, are spent annually for consumer goods in thriving WMAQ-land where population has *increased 13.5 per cent* in the past 10 years . . . where per capita income buying power is *13 per cent above the national average* . . . where home building is *19 per cent above 10 years ago* . . . where industrial growth is *first in the nation* . . . where *more* people listen daily to WMAQ than to any other radio station.

Start cash registers ringing for your product or service by contacting WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales Office NOW.

Sources: Rand McNally 1951 Commercial Atlas, U. S. Bureau of Census, Standard Rate and Data, Chicago Association of Commerce and Industry, BMB Study No. 2.

NATIONAL BROADCASTING COMPANY

WMAQ
CHICAGO


IT COULD HAPPEN ONLY IR

Radio reaches customers with split-second speed and gets immediate action. Economically!

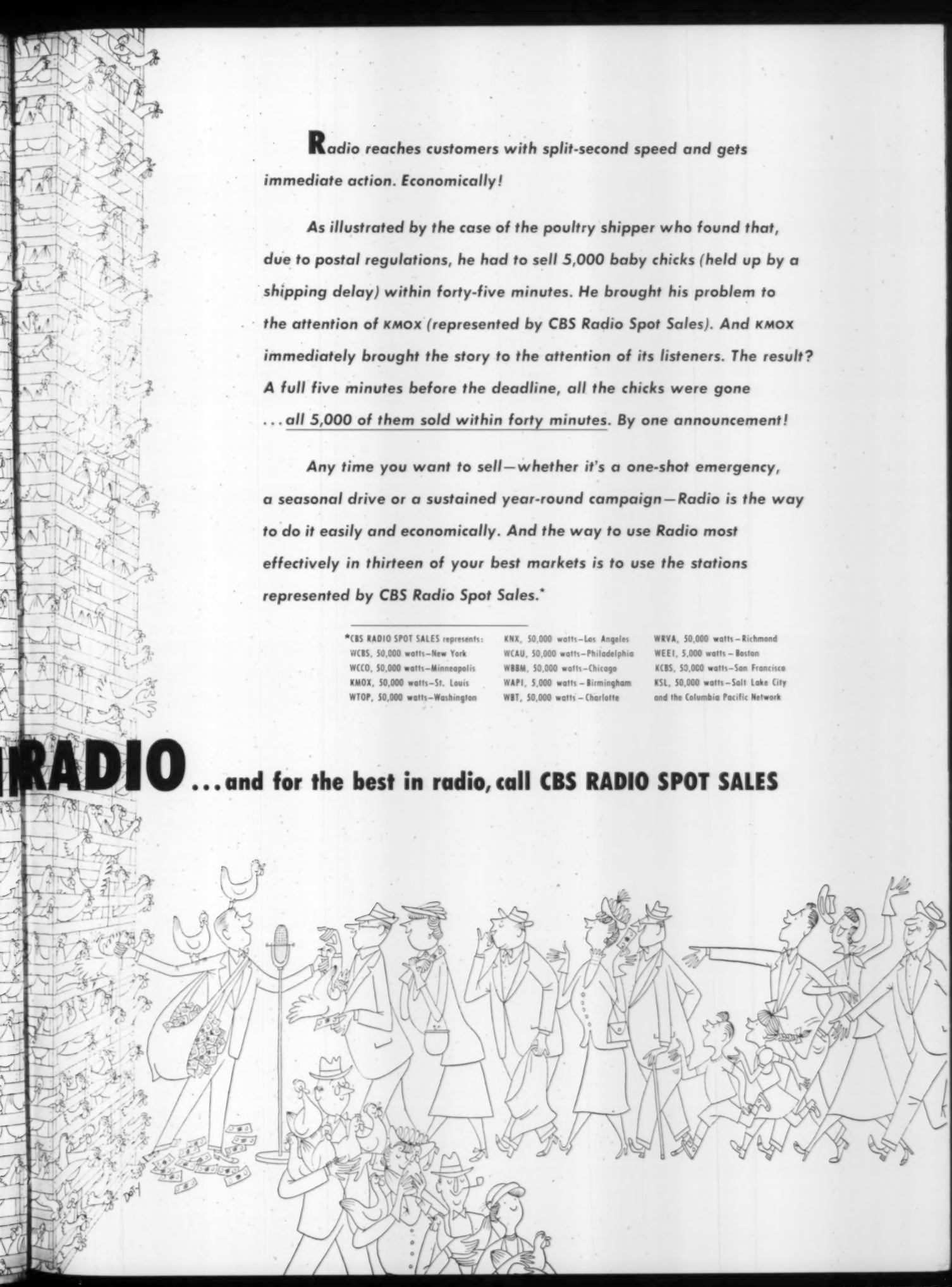
As illustrated by the case of the poultry shipper who found that, due to postal regulations, he had to sell 5,000 baby chicks (held up by a shipping delay) within forty-five minutes. He brought his problem to the attention of KMOX (represented by CBS Radio Spot Sales). And KMOX immediately brought the story to the attention of its listeners. The result? A full five minutes before the deadline, all the chicks were gone ... all 5,000 of them sold within forty minutes. By one announcement!

*Any time you want to sell—whether it's a one-shot emergency, a seasonal drive or a sustained year-round campaign—Radio is the way to do it easily and economically. And the way to use Radio most effectively in thirteen of your best markets is to use the stations represented by CBS Radio Spot Sales.**

*CBS RADIO SPOT SALES represents:

WCBS, 50,000 watts—New York
WCCO, 50,000 watts—Minneapolis
KMOX, 50,000 watts—St. Louis
WTOP, 50,000 watts—Washington
KNX, 50,000 watts—Los Angeles
WCAU, 50,000 watts—Philadelphia
WBBM, 50,000 watts—Chicago
WAPI, 5,000 watts—Birmingham
WBT, 50,000 watts—Charlotte
WRVA, 50,000 watts—Richmond
WEEI, 5,000 watts—Boston
KCBS, 50,000 watts—San Francisco
KSL, 50,000 watts—Salt Lake City
and the Columbia Pacific Network

RADIO ... and for the best in radio, call CBS RADIO SPOT SALES



WGST offers the triple threat combination to score sales touchdowns in the Atlanta market—(a) Top rated net and local shows; (b) complete market coverage; (c) front line merchandising support. That's why more local advertisers use WGST than any other Atlanta station. Get off the bench and get in the game by playing on the varsity—WGST, Atlanta.

new business

Spot • • •

DENNISON'S FOODS, Oakland, Calif., launches $350,000 campaign in seven Western states, Hawaii, Dallas, San Antonio, Minneapolis and St. Paul. Half of campaign budget will go to television and spot radio. Agency: Biow Co., S. F.

LANGENDORF UNITED BAKERIES, S. F., launches one of its largest Pacific Coast campaigns to plug new bread with "miracle formula TT93." Radio and TV will be used. Agency: Biow Co., S. F.

FOOD LICENSING DIV. of Walt Disney Productions, Chicago (Donald Duck Foods), started 13-week spot radio and TV campaign in Cincinnati Oct. 4. Spot announcements being carried on WKRC-AM-TV, WSAI and WCPO-TV Cincinnati. Campaign includes appearances by Clarence (Ducky) Nash, voice of "Donald Duck." Agency: Russel M. Seeds Co., Chicago.

WILLIAM S. SCULL Co., Camden, N. J. (Boscul Coffee), planning extensive campaign in Middle Atlantic area. Radio spots will be used. Agency: Lamb & Keen Inc., Phila.

DEAN ROSS PIANO COURSE, N. Y., lining up availabilities for 10-minute transcribed show on mail-order basis, mostly in Midwest markets. Agency: R. T. O'Connell, N. Y.

KELLOGG Co. of Canada, London, Ont. (Corn Pops), starts spot announcement campaign on large list of Canadian stations through December. Agency: Kenyon & Eckhardt Ltd., Toronto.

PROCTER & GAMBLE Ltd., Toronto (Dreft and Oxydol), starts spot announcement campaign varying from 5 to 25 announcements weekly on major market stations across Canada. Agency: Dancer-Fitzgerald-Sample, Toronto.

Network • • •

RHODES PHARMACAL Co., Cleveland, to sponsor *The Clock* on ABC-TV, Wed., 9:30-10 p.m. EST, for 52 weeks effective Oct. 17. Agency: O'Neil, Larson & McMahon, Chicago.

RCA VICTOR, N. Y., starts sponsorship of *Phil Harris-Alice Faye Show* on NBC Radio, Suns., 8-8:30 p.m. Commercials on show will promote the new RCA Victor TV Super Sets, television service contracts and protection plan and 45 rpm record-playing system. Agency: J. Walter Thompson, N. Y.

GENERAL FOODS Corp., Chicago (Jello), sponsoring *Nine O'Clock News*, Mon. through Fri., over entire Yankee Network. Agency: Benton & Bowles, N. Y.

NORTH AMERICAN VAN LINES Inc., Fort Wayne, Ind., through Castor & Assoc., L. A., to sponsor *Fan Mail*, new weekly series starring Jay Stewart as emcee, Sun., 4-4:05 p.m. over CBS Radio, beginning Oct. 14. Agency: Castor & Assoc., L. A.

RONSON ART METAL WORKS Inc., sponsoring new show, *Hollywood Stars on Stage*, Sun., over ABC, 9:30-9:55 p.m. Agency: Grey Adv., N. Y. Show originates from Hollywood.

BEKINS VAN & STORAGE Co., L. A., renews for 52 weeks, Oct. 9 *Hollywood Music Hall*, Tues., 7:30-8 p.m. (PST) on 13 Columbia Pacific stations. Agency: Brooks Adv., L. A.

LIGGETT & MYERS TOBACCO Co. (Chesterfield cigarettes), to sponsor new *Martin and Lewis Show* starring Dean Martin and Jerry Lewis on NBC Radio, 8:30-9 p.m. Agency: Cunningham & Walsh, N. Y.

CHEVROLET, Detroit (cars), central office, will sponsor Dinah Shore on Tues. and Thurs., 7:30-45 p.m. on NBC-TV. Agency: Campbell-Ewald, N. Y. Three other days weekly are sponsored by Proctor & Gamble.

RALSTON PURINA CO., St. Louis (breakfast foods), sponsoring *Space Patrol*, Sat.'s, 10:30-11 a.m. over ABC. Agency: Gardner Adv., St. Louis.

WARNER-HUDNUT INC., N. Y., to sponsor 12:45-1 p.m. segment, Mon.,

(Continued on page 100)

KPRC *Delivers*

the lowest cost per-thousand

in the fabulous Houston market

- Network station B's cost-per-thousand is *52% HIGHER than KPRC**
- Network station C's cost-per-thousand is *142% HIGHER than KPRC**

If you want to present your sales story to a constantly increasing Gulf Coast audience, and make it a buying audience, ask your Petry man . . . or call us.

* Percentages based on BMB, February-May Hooper Report, and 260 time Daytime Quarter Hour Rate.

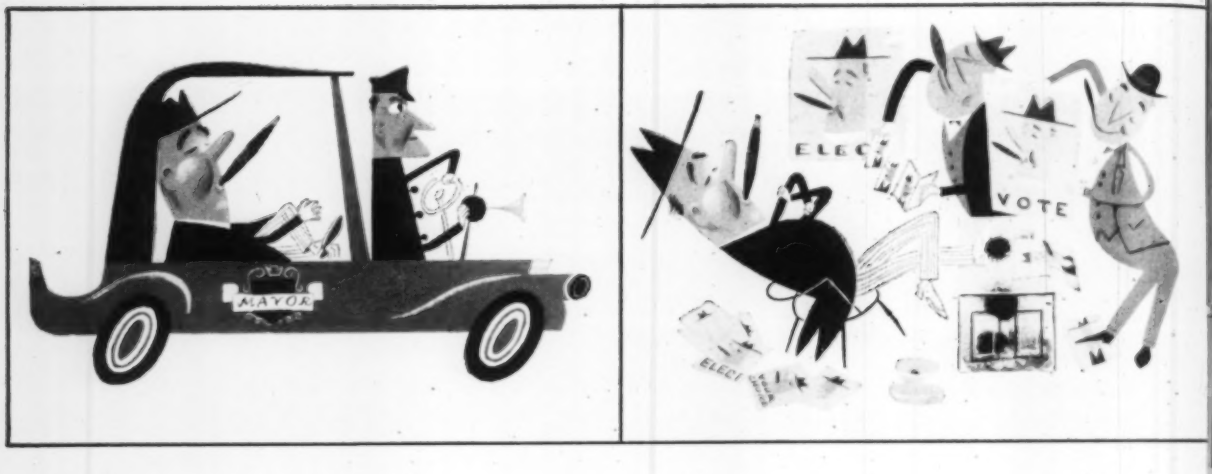
NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager

Represented Nationally by
EDWARD PETRY & CO.

KPRC
HOUSTON

A-6-51

PEOPLE sell



You'll never be the people's choice
Unless you use the human voice.

We don't have to sell radio to the nation's political parties. They know, as every politician in history has known, the power of the human voice. Candidates for office were among the first users of radio. And network radio is the only truly national advertising medium used extensively by the national parties.

With network radio they can use the human voice to reach the nation. And the human voice can successfully sell the intangibles — good will, personality, policy—just as it sells actual merchandise.

Isn't it logical that network radio should be your primary public relations instrument? If you are an institutional advertiser, then you *are* selling intan-

better than paper

gibles. You *are* selling the good will, the personality and the policy of your company. On NBC you use the human voice to sell these qualities to the largest audience in all advertising. In fact, not only the commercial message, but the entire program becomes your ambassador.

NBC leads all other networks in the number and prestige of its institutional advertisers. On NBC you will join company with Cities Service, Firestone Tire and Rubber, United States Steel, American Dairy Association, Bell Telephone, Reynolds Metals, American Trucking Association, the Dupont Company, Standard Oil of California, and numerous others.

These advertisers are using the warmth and conviction of the human voice to present their messages. And they're using NBC so that the greatest possible number of people will be convinced.

NBC Radio Network

a service of Radio Corporation of America

LOOK AT $AVANNAH LOOK AT THE No. 1 $TATION!

WHERE IT COUNTS . . .

WTOC

DOES THE BEST JOB

a. IN SAVANNAH
b. IN CHATHAM COUNTY
c. WITHIN A 50-MILE RADIUS OF THE CITY.

WTOC reaches more radio families (daytime) within 50-mile radius than any other Savannah station.*

*BMB Study #2 Spring 1949.

WTOC
SAVANNAH, GEORGIA
5000 W 1290 KC CBS

Represented by
The Katz Agency, Inc.

feature of the week

WHEN such organizations as the Chamber of Commerce have something to say — there's one powerful medium, radio, that can say it for them effectively.

WROK Rockford, Ill., has signed the local Chamber of Commerce to sponsor amateur sports events there. The civic organization will sell the "American way of life."

A contest, titled "The Economic Name Contest—Capitalism . . . or What," is scheduled. Entrants must select a better name for the American system of free enterprise or defend the label, capitalism. Purpose is to stimulate a re-evaluation of the merits and benefits of free enterprise.

Cooperation of school officials is taking contest details directly into the schools. Newspaper ads, posters and direct mail also are being used to promote the contest.

Signing for WROK series are (l to r) Morey Owens, station sports director who furnishes play-by-play descriptions; Harold J. Collins, Rockford industrialist and Chamber of Commerce president; John J. Dixon, WROK commercial manager.

strictly business

IT is a far cry from being editor of the Hicksville, L. I., *Town Topics* to being advertising director of the Admiral Corp., but Seymour Mintz has scaled that ladder with apparent ease.

Admiral, which grossed about $233 million last year, will spend some $15 million on advertising this year, of which $2 million will be spent in broadcast media.

That is a lot of money to spend on advertising and Mr. Mintz is finding that those seemingly endless hours he put in as a newspaperman have taught him lessons which are valuable now.

From his varied experience has emerged a philosophy about advertising, which, he believes, applies to firms with large or small ad budgets.

Mr. Mintz believes that ads should be simple and grasped easily in hearing or upon seeing, and that only quick results sell merchandise.

That, of course, is over-simplification. It has been in the intelligent working out of details which has spelled success for Mr. Mintz.

Born in Rockville Center, L. I., he studied for 2½ years at the U. of North Carolina but got his degree in 1934 from New York U.

While attending NYU he combined school with work on two daily newspapers in Nassau, L. I. He began as a reporter, moved on to an editorship, then finally was drawn into advertising.

This prepared him for his own publishing venture on Long Island when he put out the Hicksville, Farmingdale and Oyster Bay weeklies, all tagged *Town Topics*.

Then he began as an outside appliance salesman for Montgomery Ward in Jamaica, L. I. After a short transfer to Kingston, L. I., Mr. Mintz was moved to Montgomery Ward headquarters in Chicago. That was in 1939 and he has been in Chicago ever since.

His last job with Montgomery Ward, before leaving to join Admiral in 1944, was sales supervisor of radio and appliance divisions in all retail stores.

His wife is the former Alice Anderson, who was a New York

Mr. MINTZ

(Continued on page 93)

OVER 1,000,000 PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

FIRST in WASHINGTON
WRC
NBC

Board with statistics.....

Consider the Carolina timber industry which produces 2½ *billion* board feet . . . earns 421 million dollars annually, with plants in almost every Carolina community. Among the beneficiaries are many of WBT's 3,000,000 listeners—*the largest* group of your prospects you can reach by any *single* advertising medium in the two Carolinas.

WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

REPRESENTED NATIONALLY BY RADIO SALES

they say it's a television age, BUT...

WIBC Indiana's *first* and *only* 50 KW radio station has increased its share of nighttime audiences

36.8%

No doubt about it, television has grown rapidly here in Indiana. But WIBC's share of nighttime audiences has done a heap of growing, too!

WIBC's share of this "A-time" audience shows a gain of 36.8% over the comparable period in 1950, according to the latest Hooper (Feb.-April, 1951).

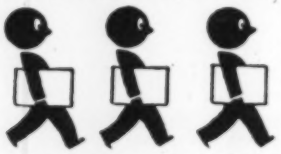
By contrast, all other Indianapolis radio stations showed a drop in percentage of the nighttime audience of the Hoosier capital.

So, before you buy time or television in Indiana, investigate the solid evening lineup of good listening on WIBC . . . the only Indianapolis radio station that gives you an out-of-state "bonus" coverage.

Ask your JOHN BLAIR man for particulars on these excellent nighttime availabilities.

WIBC 1070 KC
The Friendly Voice of Indiana

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
John Blair & Company, National Representatives



agency

RALPH LINDER, Kenyon & Eckhardt, N. Y., named vice presider in charge of marketing and member of plans board in additio to his present position as account supervisor.

GARRIT A. LYDECKER, vice president and account supervisor o General Foods, Young & Rubicam, N. Y., named vice president an account supervisor Biow Co., same city.

WALTER WEIR, president, DAVID ECHOLS, executive vice presider and WILBUR B. DOWNES, vice president and secretary, Walter We Inc., N. Y., to executive staff of Donahue & Coe, N. Y.

FRANK MILLER appointed vice president in charge of marketing G. Basford Co., N. Y. He was president of farm stores division Gener Mills, and general manager for P. & F. Corbin Div. of American Har ware.

HARRY E. WHOLLEY, assistant manager of merchandising Lever Br Co., to Ted Bates & Co., N. Y., as account executive.

VINCENT TUTCHING, manager of Canadian office of Foote, Cone Belding, elected vice president in charge of Latin American and Can dian operations.

on all accounts

TED, chief Factor in the Factor-Breyer Inc., Los Angeles advertising agency, lost little time in getting into the business he made up his mind to pursue in high school days.

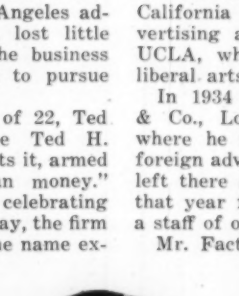
In 1936, at the age of 22, Ted Factor established the Ted H. Factor Agency as he puts it, armed with "more ideas than money." This year, by way of celebrating the agency's 15th birthday, the firm was incorporated and the name extended to Factor-Breyer Inc.

The latter name indicates the presence of Don Breyer, former vice president in charge of the Los Angeles office of Brisacher, Wheeler & Staff, who joined the firm as vice president. Mr. Factor remains president of the agency.

In the meantime the billing of the hard-working company has increased from about $50,000 that first year to over $1 million this year. Approximately one-third of that sum is being spent in radio and television.

Mr. Factor was born 37 years ago in St. Louis. When he was 10 the family moved to Chicago and then to Berkeley, Calif., where he was graduated from University High School. After this, the family moved to Los Angeles. There he attended the U. of Southe California where he studied a vertising and merchandising, a UCLA, where he was briefed liberal arts.

In 1934 he joined Max Fact & Co., Los Angeles (cosmetic where he helped to organize t foreign advertising department. left there early in 1936 and la that year formed his agency wi a staff of one secretary.



Mr. FACTOR

Mr. Factor became aware ea of television's a vertising streng He had a client TV as early as 19 First good proof the medium strength came 1949 when he ran a eight week premiu on the KTLA (T Los Angeles *Ti For Beany* show f Budget Pack (fo processor and pac er), first sponsor the successful sho Offering a plas toy train for 5 and a Budget Pa label, the agen received 43,000 r plies at a time wh there were only 325,000 TV se in the area.

Television, he feels, provid the greatest direct selling oppo tunity there is. Similar to hous to-house canvassing, it goes a important step further, by gettin past the front door and right in

(Continued on page 20)

beat

ROBERT BRAGARNICK, account supervisor, Biow Co., N. Y., named vice president.

Mr. Bragarnick

ATHOL C. STEWART appointed Canadian representative for Robert Otto & Co., N. Y., Mr. Stewart will open service office in Toronto, Ont., Nov. 1.

JOHN BAINBRIDGE, program director KFMB San Diego, Calif., appointed to radio and TV staff Walter McCreery Inc., Beverly Hills, Calif.

RAYMOND WAGNER, Kenyon & Eckhardt, N. Y., to William H. Weintraub & Co., N. Y., as director of television commercial department.

CLAIRE KOREN, radio-television time buyer Foote, Cone & Belding, L.A., to Mayers Co., L.A. She replaces **MADELINE MILES**. Succeeding her at F, C & B is **LYDIA HATTON**, assistant radio-TV time buyer.

HELEN PICKINS, office manager Needham, Louis & Brorby, Hollywood, transfers to New York office, in same capacity. **MARY McCUE** replaces her in Hollywood.

IDA KEHL, production assistant to publisher *Architectural Digest* to Vick Knight Adv., L. A., as director of graphic arts.

WILLIAM C. PARKER, assistant publicity director WPIX (TV) New York, to Ted Bates & Co., N. Y., in press department.

NORMAN GORT, Cunningham & Walsh, N. Y., appointed agency supervisor on untitled Sunday night NBC-TV show, 7:30-8 p.m., sponsored by Liggett & Myers Tobacco Co. (Chesterfield Cigarettes), starring Bob Hope, Fred Allen and Jerry Lester, alternately, beginning Oct. 14.

JACK M. ANTHONY named senior art supervisor, and **HARLOW L. ROCKWELL** and **CARL S. HARRIS**, art directors, named art supervisors, Young & Rubicam, N. Y.

SHIRLEY GRAY, sales service assistant WDTV(TV) Pittsburgh, appointed radio and TV traffic manager W. Craig Chambers Adv., Pittsburgh.

CHARLES J. NESBITT, advertising and public relations manager Hallicrafters Co., Chicago, to creative staff Critchfield & Co., Chicago. He is being succeeded by **JOHN S. MALONEY**, sales promotion manager of the company.

VALERIE STACY, graduate Rollins College, named radio-TV production assistant Kal, Ehrlich & Merrick, Washington. **NORMAN EVERS** rejoins agency, as radio-TV copywriter.

LAWRENCE D. DUNHAM, Hoefer, Dieterich & Brown, Inc., S. F., to Richard N. Meltzer Adv., Inc., S. F.

H. P. (Hank) NEWMAN, Jewell Advertising Agency S. F., to sales staff Fielder, Sorensen & Davis, Oakland.

HERBERT K. HORTON, production manager, Grey Adv., N. Y., to Geyer, Newell & Ganger, same city, as television producer.

HARFREE ADV. Corp., N. Y., moving to new and larger quarters on the penthouse office floor at 105 West 40th Street.

RITCHIE Adv. Agency, Houston, Texas, elected to membership in American Assn. of Advertising Agencies.

BERNARD (Ben) DUFFY, president BBDO, N. Y., appointed Honorary Deputy Commissioner of Commerce, City of New York. Mr. Duffy will serve as public relations and advertising consultant for the department.

GEORGE N. FERRAND, assistant treasurer Young & Rubicam, N. Y., elected president Advertising Agency Financial Management Group.

TOM FRANK, TV sales service manager CBS Television Div., N. Y., to radio-TV production department Kenyon & Eckhardt, same city, as business manager.

Congratulations to NBC on its SILVER JUBILEE

WHAM is very proud of its affiliation with the National Broadcasting Company — an affiliation which dates back to 1927. We gladly join with the entire industry in congratulating NBC on 25 years of pioneering leadership in radio broadcasting.

Note to Time-Buyers:

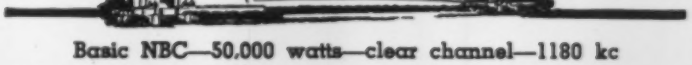
One of the great advantages enjoyed by NBC in prosperous Western New York is the coverage of clear-channel, 50,000-watt WHAM—a coverage ten times greater than that of any other Rochester station.

Superiority in physical facilities is as important today as ever . . . . And bear in mind that NBC affiliate WHAM includes in its coverage almost 500,000 people who as yet have no adequate TV service, or no TV service at all . . . On a *network* basis, or on a *spot* basis, WHAM is your outstanding buy for rich, prosperous up-state New York.

For complete details on coverage of the up-state New York market, consult your nearest Hollingbery representative.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.



Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Adv.

the Needle!

the latest news of sales and program developments from the

ASSOCIATED PROGRAM SERVICE

A transcription library for $19.50 a month . . . or $22.50 . . . not just any old library, but fresh, new material on brand-new virgin vinylite discs from the BEST library in the business. And contracts for only one year!

Not leftover or leavings. Not artists you never heard of. Not just less of the music you don't use anyhow. No sir! Libraries are 100% useable—without a single unplayable track.

It's impossible! It can't be done! Why? Because it hasn't been done? Shucks . . . that doesn't bother us! We're doing it! And the whole industry's buzzing—we're already hip-deep in delighted letters and telegrams—and orders, orders, orders! Where've some of you fellows been up till now?

The whole story's told in detail in a big blue brochure we just mailed to most of you—and on an 8-minute disc contained in that folder. You may want to take a chance on waiting till you get the whole story. Or you may want to write or phone, as dozens did last week. Anyhow—here's a quick outline of the only truly low-cost, short-term, waste-free, fully-useful libraries in radio today:

Commercial—All the famous APS commercial lead-ins . . . plus time, weather, dollar day, Christmas jingles . . . PLUS the COMPLETE SERIES to date of Mitch's transcribed sales meeting series, and an additional new meeting every month. Cost: $22.50 per month.

Production—A whole library of theme and good music . . . of interludes, fanfares, bridges, national anthems, stand-by music. Cost: $19.50 per month.

Show Medley—Hours of show medleys . . . lavish, long-running medleys from top Broadway shows. Cost: $22.50 monthly.

Popular—A complete pop dance and vocal library—featuring names like Flanagan, Jurgens, Masters, Knight, Carson, Mitchell, Brito, others. A big little library. Cost: $39.50 monthly.

Radio Music—Cream of our pop concert music—Ted Dale, Glenn Osser, Al Goodman—hundreds of selections. Cost: $47.50 monthly.

Gonna wait till it's too late? Why?

open mike

Marketbook Comments

EDITOR:

. . . your 1951 MARKETBOOK . . . will certainly save a lot of time.

Anne Wright
J. Walter Thompson Co.
New York

* * *

EDITOR:

. . . the MARKETBOOK is real classy. I was using it only this morning. My particular problem was a listing of cities in each state by market population. There was every kind of breakdown but this one. Do you suppose this could be done in the future?

James O. Luce
J. Walter Thompson Co.
New York

[EDITOR'S NOTE: Could be. We'll call our experts together and try to work it out for the 1952 issue.]

* * *

EDITOR:

. . . I gather that you people feel the Marketbook is used occasionally—How right you are.

Penelope Simmons
Federal Adv. Agency
New York

* * *

EDITOR:

. . . the 1951 MARKETBOOK . . . is one publication to which I make constant reference . . . it is very helpful. One suggestion . . . if someone would undertake to correlate market data to the average coverage of radio stations within any given area. I know this is a colossal task, but it is one that would be particularly helpful. . . .

Arthur S. Pardoll
Sullivan, Stauffer, Colwell & Bayles
New York

On All Accounts

(Continued from page 18)

the home where it can demonstrate its merchandise.

In addition to the Budget Pack account which plans new TV programming in the fall, the agency handles Globe Bottling Co., (Wilshire Club Beverages), now sponsoring *Hollywood Road to Fame* on KTSL (TV) Los Angeles; J. N. Ceazan (distributor, Crosley products and Dayton tires) on KTLA with *Beat the Champ* for Dayton and spot radio for Crosley on approximately 12 Southern California stations, with TV plans in the immediate offing; Farmers Insurance Group, now on KHJ-TV with weekly *Football Forecast*.

Mr. Factor is married to the former Margot Kadel. Next month the Factors trade their present Westwood residence for their own home in the same west Los Angeles area.

When he isn't busy pursuing the business he says he would pay to work at if it didn't pay him, he keeps up with his tennis, a sport he has been faithful to for 20 years.

[EDITOR'S NOTE: Hmmmm. That a tough one, but we'll study it before 1952.]

* * *

EDITOR:

. . . the 1951 MARKETBOOK . . . is of great value, and will be a constant source of help to me.

Francis C. Barton Jr.
Vice president, director of Radio and TV
Federal Adv. Agency
New York

* * *

EDITOR:

. . . I intend to keep it in my desk in order to have it handy for very instant reference. . . .

Charles Dalton
BBD&O
New York

* * *

EDITOR:

. . . the 1951 MARKETBOOK, I am sure, will be as useful as it has always been. . . .

Richard Mann
Ted Bates Co.
New York

* * *

EDITOR:

. . . I find the MARKETBOOK an exceedingly valuable recapitulation of highly pertinent statistics.

Jerome Feniger
Cunningham & Walsh
New York

* * *

EDITOR:

. . . it contains a lot of interesting and useful material which should make my job easier. I will hold off my comments until I have had an opportunity to put the book to real use.

Harry Parnas
Media Director
Cecil & Presbrey
New York

* * *

EDITOR:

. . . so glad you are continuing this as we find it most helpful.

Lillian Selb
Manager, Radio & TV Dept.
Foote, Cone & Belding
New York

[EDITOR'S NOTE: We value each of the many comments we have received on the 1951 MARKETBOOK. Those above we value particularly because they are typical of those from agency people who use the book most. Since 1949, when the Spot Rate Finder was made a part of the MARKETBOOK, acceptance of this book of facts has increased each year.]

* * *

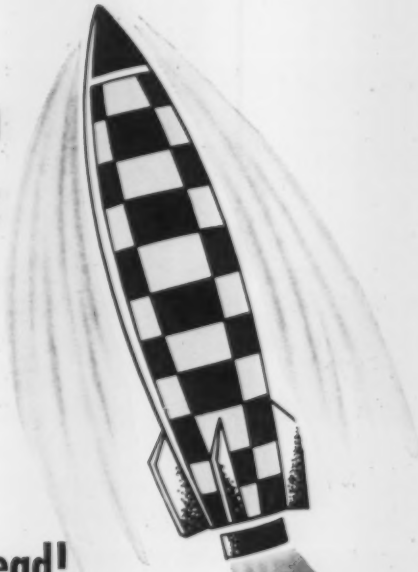
ANA Study on Display

EDITOR:

Your editorial "ANAsthetized" is OK: Did it dawn on you that most newspapers thrive on about 80% local and regional business and that their advertisers never get to see an ANA study? Even if

(Continued on page 94)

The Hoopers ROSE on all CBS Shows WHEN THEY MOVED TO-



KRNT

DES MOINES

...and the Great LOCAL Shows Continue to Lead!

● Here's dramatic proof of the BIGGER audiences delivered by Des Moines' KRNT! Even before the big CBS shows joined the big local shows and big audiences on KRNT June 15th, KRNT led in Des Moines listeners MORNING, AFTERNOON, AND EVENING — and *continues* that amazing record. Of the 19 CBS shows that moved to KRNT without a change or summer replacement, ALL NINETEEN gained a greater Hooper share of audience on KRNT the very first month!

HERE'S THE PROOF!

	BEFORE	AFTER
Grand Slam	18.2%	32.7%
Wendy Warren	17.8	37.9
Aunt Jenny	28.6	35.7
Helen Trent	26.1	46.4
Our Gal Sunday	23.4	56.7
Nora Drake	14.0	41.2
Hilltop House	10.9	37.5
Kings Row	19.0	43.7
House Party	17.6	33.3
Strike It Rich	22.8	32.7

	BEFORE	AFTER
Arthur Godfrey (morning) (Average of last 60 minutes)	33.4%	47.9%
Hollywood Star Playhouse	25.0	29.0
Mr. and Mrs. North	38.3	59.1
Dr. Christian	25.5	28.0
FBI In Peace and War	36.1	41.2
Mr. Keen	28.8	33.3
Rex Allen	3.9	19.5
Camel Caravan	19.2	30.8
Gangbusters	33.8	51.4

NOW, More Than Ever, You're Right When You *Buy* THAT KNOW-HOW GO-NOW

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

SOURCE-
Winter-Spring, 1950-51, C. E. Hooper Audience Index
July, 1951, C. E. Hooper Audience Index

REPRESENTED BY THE KATZ AGENC

"WITH has done a magnificent selling job for Cardells"...

Cardells is one of the most alert merchandisers of ladies' wearing apparel in Baltimore. Last summer they used WITH exclusively to promote a special sale. Here's what Cardells' General Manager says about the results: *"The first day of our sale on a sweltering day punctuated by lightning, thunder, and a drenching rainstorm was the greatest day's business in our entire history. Every day since has been a record-breaker . . . radio station WITH has done a magnificent selling job for Cardells". . .*

Results like this prove one big fact: WITH delivers more buying listeners-per-dollar than any other radio or TV station in town! It's the biggest bargain buy in Baltimore. Just let your Headley-Reed man tell you what WITH can do for you.

The results station WITH Baltimore, Md.

TOM TINSLEY, PRESIDENT — REPRESENTED BY HEADLY-REED

BROADCASTING
TELECASTING

Vol. 41, No. 15 WASHINGTON, D. C., OCTOBER 8, 1951 $7.00 A YEAR—25c A COPY

NBC REVAMPS POLICIES

Changes Are Drastic

By RUFUS CRATER

REVOLUTIONARY departures from existing network radio policies, with realignments and innovations affecting both advertisers and affiliates, were announced by NBC last Friday as the network unveiled first results of its fundamental network-radio reappraisal.

Seen by observers as a far-reaching step which will leave its imprint on practices and policies of all networks, the plan as disclosed by Executive Vice President Charles R. Denny incorporates these changes:

- **Complete freedom of choice for the advertiser in selecting which (but not necessarily how many) affiliates he will use. The old policy of network designating certain stations as "must buys" is out.**
- **A new formula for constructing NBC Radio Network rates, with changes indicated for the individual network rates of most affiliates —some upward, some downward— but with the total network rate "substantially equal to the present rate advertisers pay for the total NBC network."**
- **Reclassification of affiliates.**
- **Addition of new affiliates— from 100 to 200, according to unofficial estimates.**
- **"Minute Man" sustainers to be provided by NBC for sale by affiliates on a spot-announcement or local sponsorship basis, with NBC being reimbursed only when sales are made. Officials acknowledged this plan puts the network clearly into competition with transcription package firms.**
- **Certain programs to be offered by the network for sale on a one-time-or-more basis.**
- **Lengthening of the chain-break on a number of evening sustainers to 60 seconds, for local selling.**
- **Revision of network option time.**

The new way of network radio life was the outgrowth of an intensive study undertaken by a group of network and affiliates' representatives established as the NBC Basic Economic Committee at the time the network announced its radio rate cut earlier this year.

This rate portion of the study was described as a major part of the review. Economic problems of affiliates in their local operations also were surveyed.

The overall plan was approved by the NBC Stations Planning and Advisory Committee—except for the rate adjustment feature, which as a "private business matter" was not submitted to SPAC for endorsement—during four days of meetings last week. It was communicated to NBC affiliates via closed circuit at noon Friday and was announced publicly immediately thereafter.

Mr. Denny

Markets where NBC plans to add new affiliates, and how many will be added, were not disclosed except that Mr. Denny said "a number" will be signed "in areas where improvement in network coverage is most important from a sales standpoint," and that the additions will be announced as negotiations are completed. Mr. Denny estimated that a "limited" number of stations would be added in markets which justify the stations having a network rate, and that a "substantial" number of others—possibly 100 but not as many as 200—would be added as "premium" (bonus) stations.

It was reliably understood that the plan envisions from 100 to 200 new affiliates—an expansion which in itself could lead to widespread upsets in the affiliation lineups of other networks. An addition of 200 to NBC's present 171 in the continental U. S. would give it a multiplicity of outlets far outdistancing CBS and ABC but still short of the 545 Mutual now has.

Television Impact

The impact of television was clearly among the problems in mind when the plan was developed—the addition of affiliates, for example, which would add many non-TV markets; the freedom of choice for advertisers in selecting the stations they use, which will permit sponsors to concentrate on non-TV markets if they wish; the revised network rate formula, which takes TV penetration into consideration among other things; and the various sales innovations designed to make radio buys, overall, more attractive.

But Mr. Denny made clear that the purpose of the NBC study was broader than a mere answer to television. It was intended, he said, to determine the steps that should be taken to bring network radio to maximum effectiveness as an advertising medium; to take stock of changes that have occurred over the years, and to gear network radio's operations to the requirements of the market of today and the future.

"We have taken television fully into account, but we reject the assumption that the existence of a television set in a radio home eliminates that home from evening radio circulation," he said in discussing NBC's new rate formula— and his statement clearly could be taken as an answer to the Assn. of National Advertisers' various but uniformly controversial studies of TV's effects on radio time values.

"Such an assumption"—that a TV set eliminates evening radio listening—"is contrary to the facts," he continued. "Reduced to its logical conclusion, it holds that when all radio families in a station's area are equipped with television, the station's rate should be zero. Such a position is opposed to the interests of the advertisers because it would lead to the economic destruction of the radio medium which they need and can continue to use to great advantage."

The new formula for rates was

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EMPLOYES INCOME

Radio-TV Rates Second

BROADCASTING and television employes are the highest paid in all American industry.

Their average earnings—$4,698 in 1950—are exceeded in the entire U. S. economy only by those of security and commodity brokers, who are regarded as independent contractors, according to the U. S. Dept. of Commerce in its latest publication, *National Income*, 1951 edition.

In analyzing the earnings of full-time employes by industries, the department found that broadcast-telecast earnings had increased from $4,469 in 1949 to the $4,698 peak in 1950.

The broadcasting wage scale has progressed steadily through the last couple decades from $2,513 in 1929; $2,624 in 1930; $2,732 in 1931; $2,740 in 1932. At this point the full impact of the depression period became apparent and the average dropped to $2,510 in 1933, $2,198 in 1934 and a low point of $2,089 in 1935. This trend paralleled that of industry and business in general.

The level started upward in 1936, recovering to $2,223 and setting in motion an upward trend. Average earnings were $2,361 in 1937; $2,497 in 1938; down slightly to $2,427 in 1939.

Starting the new decade, average earnings of fulltime employes reached $2,554 in 1940, went up to $2,581 in 1941 and $2,667 in 1942 and then in 1943 passed the peak figure of the previous decade by mounting to a new high of $2,929.

Earnings have risen rapidly since then, amounting to $3,333 in 1944; $3,515 in 1945; $3,972 in 1946; $4,073 in 1947; $4,234 in 1948; $4,469 in 1949, and the all-time peak of $4,698 in 1950.

The Dept. of Commerce analysis shows only five other lines, besides brokers and broadcast-telecast employes, that had average earnings of more than $4,000 in 1950. Water transport employes had earnings of $4,413, followed by oil and coal products with $4,320. Pipeline employes earned $4,296, engineers and other professions averaged $4,144, and air carriers $4,116.

Over most of the 22 years covered by the analysis, broadcast employes have been among the highest paid. In 1929 a number of industries topped broadcasting, but in the 30s broadcast earnings rose steadily, though always topped by brokers. In the last several years only the brokers have earned more than radio-TV personnel.

Average number of fulltime and parttime employes per broadcast-telecast industry unit has doubled

(Continued on page 80)

FOLTS TO WINS

Is Named Manager

HARRY FOLTS, assistant general sales manager, WLW Cincinnati, was appointed manager of WINS New York last Wednesday. Announcement was made by Robert E. Dunville, president, and James D. Shouse, board chairman, of the Crosley Broadcasting Corp.

Mr. Folts succeeds W. H. Losee, who is taking a new position in New York (see early story page 93). He is a native of Cincinnati and has been in the advertising business since 1934.

The new WINS manager has been with Crockett Adv. Agency, Cleveland, with Central Outdoor Adv. Agency and with Burke, Kuipers & Mahoney, New York. He joined Crosley in 1949.

Joe Besch, director of advertising, promotion and publicity for WINS, becomes assistant manager of the station as part of new duties are assigned him, it was announced. Prior to joining the station in 1948, Mr. Besch handled publicity for the Skouras Theatre Corp.

WINCHELL PACT

Is ABC Exclusive

LIFETIME CONTRACT between Walter Winchell and ABC, announced fortnight ago [BROADCASTING • TELECASTING, Oct. 1], gives the network exclusive rights to Mr. Winchell's services in both radio and television, although a definite date for his entrance into TV has not been determined. Under the same contract, he will act as consultant in both media for ABC.

Warner-Hudnut Inc. (Richard Hudnut home permanent & other hair products) through Kenyon & Eckhardt, New York—Mr. Winchell's sponsor since January 1950—will continue to present the newscaster's radio broadcasts currently heard Sunday 9-9:15 p.m., over the full ABC radio network.

In addition to Mr. Winchell's contract with ABC, terms of which were not revealed, it was understood his agreement with Warner-Hudnut included provisions giving him an option on some 10,000 shares of Hudnut stock.

Mr. Winchell's first radio broadcast in May 1930 followed his entrance into the entertainment field several years before when, starting at the age of 13, he was a member of a trio of singing ushers in a Harlem movie house. The others in the group were Eddie Cantor and George Jessel.

Following a term in the U. S. Navy during World War I, he returned to vaudeville, shortly thereafter deserting the role of entertainer for that of newsman and commentator.

In addition to his duties as a radio newsman, he writes a syndicated daily column and serves as treasurer of the Damon Runyon Cancer Fund.

Drawn for BROADCASTING • TELECASTING by Sid Hix

Peter Storer Named

PETER STORER has been appointed public service director for WJBK and WJBK-TV Detroit, according to Vice President Richard E. Jones. Mr. Storer is a son of George B. Storer, president, The Fort Industry Co., owner and operator of WJBK and WJBK-TV. In his new capacity, Mr. Storer takes over all radio and TV public service activities and will work with the U. of Detroit, Wayne U. and Michigan State College on educational TV programs.

Peter Storer

Old Dutch Buys Spot

OLD DUTCH COFFEE Co. Inc., New York, has named Elliott Nonas Advertising, same city to handle account. A new spot campaign—effective date undetermined—will be launched shortly on both radio and television in New York, New Jersey and Connecticut markets. Contracts will be scheduled for 52 weeks.

STEVENS NAMED

Is Director of SB&W

SCHEIDELER, BECK & WERNER Inc., agency formed by former personnel of the Duane Jones Agency, announced the election of a new director Wednesday. He is Richard A. Stevens, business and personnel manager of the company.

The new organization, through Joseph Scheideler, president, also listed newly-elected vice presidents: Robert G. Hughes Jr., creative director; William J. McKenna Jr., copy chief; and Lawrence J. Hubbard, director of marketing and research.

Officers and directors previously announced, in addition to Mr. Scheideler, include Paul A. Werner, executive vice president; Joseph F. Beck, vice president and treasurer; and Eugene Hulshizer, vice president and secretary.

Buys Six Markets

SILVER SKILLET Brands, Skokie, Ill., for its corned beef hash, has begun radio and TV participations on cooking shows in six markets for 13 weeks and plans expansion. Agency is Frederick Asher Inc., Chicago.

NOW in sixth year on radio for the Bristol-Myers Co., *Break the Bank* has moved to the ABC network. Backstage are (l to r) Ted Herbert, ABC sales; Wallace T. Drew, ad manager, Bristol-Myers; Ed Wolf, producer; Bud Collyer, m. c.; Chester MacCracken, vice president in charge of radio and TV at Doherty, Clifford & Shenfield; Helen Wilbur, DC&S timebuyer, and Joel F. Jacobs, DC&S vice president and account executive.

CITRUS FUNDS

More to Radio-TV Okayed

ADDITIONAL funds of $75,000 for radio and TV for a total of $660,000 are contained in the Florida Citrus Commission's revised advertising budget for the coming year.

This figure, approved by the Commission last Wednesday at the suggestion of O. C. Minton, Fort Pierce Commissioner and chairman of the commission's advertising committee, supersedes the total $585,000 for radio and TV approved earlier [BROADCASTING • TELECASTING, Oct. 1].

Of the new figure, $253,000 is earmarked for radio and $407,000 for television. Don Francisco, vice president, and David C. Corey, of J. Walter Thompson Co., New York, were present when the action was taken.

Meanwhile, the commission named Ralph Henry its advertising manager, effective Oct. 1, with $9,500 salary. Mr. Henry acted in that capacity following resignation of Dawson Newton two months ago to join Ruthrauff & Ryan, New York.

The citrus commission spends upwards of $2 million annually to promote Florida citrus fruit.

MERLIN NOMINATED

For RWG Presidency

EASTERN region nominating committee of the Radio Writers' Guild named Milton Merlin as candidate for national presidency in the election to be held at the RWG annual meeting Nov. 13 in New York. His nomination comes as a matter of succession within the western region and is endorsed by the eastern unit.

IRA Marion was simultaneously named for the vice presidency on the slate—mailed to Guild members Wednesday—which also includes officers for the Eastern Region Council and representatives to the Council of the Author's League of America, parent body of the Guild. Additions to the lists of nominees may be made by written petition in accordance with the RWG constitution and by-laws, Secretary May Bolhower announced.

Parsons Asks Release

LOUELLA PARSONS, movie columnist-commentator, sponsored on ABC by Andrew Jergens Co. (soaps, lotion) for six years, had asked release from a current contract ending Dec. 23 to do a combination radio-TV program for another unidentified national advertiser. Jergens, it understood, had first choice for the combination deal, but preferred her on radio only. Miss Parsons has a TV film show in preparation, Robert Orr & Assoc. is agency.

SECURITY ORDER *Affects Voluntary Censorship*

THE NATION'S broadcasters, telecasters and publishers—in fact, all persons who disseminate news—are operating once again under a form of voluntary censorship.

Self-policing of news is a result of direct instructions from President Truman, but broadcasters and telecasters are without any sort of official yardstick to guide them in deciding what to make public and what to suppress.

The censorship hassle grew out of President Truman's Sept. 24 Executive Order [BROADCASTING • TELECASTING, Oct. 1] designed to unify security policies in government agencies, and reached a peak Thursday morning at his news conference.

Newsmen were baffled when the President stated several times Thursday that publishers, broadcasters and telecasters must censor news for security.

They threw up their hands in complete confusion when the Chief Executive said media must screen all military information for security even though it was authorized and made public by official agencies.

Then, later in the day, the White House withdrew this last condition, removing some of the confusion.

But there remained a direct Presidential mandate to all who disseminate news. The mandate, in effect, calls on them as patriots to suppress all news that might endanger national security except for material made public by responsible officials—and this doesn't include Congress.

Lacking further instructions, broadcasters and publishers who looked into the problem seemed to agree they should use a "common sense" yardstick.

In the words of a White House clarifying statement issued Thursday afternoon, they should "exercise the most careful judgment in determining the safety of publishing" information from other than responsible, authorized officials.

Truman Censorship Views

The President carefully avoided any admission that the Sept. 24 order or the Oct. 4 statements might be construed as censorship. He said Thursday that he hated censorship, though he called on media to suppress news that might endanger security without offering any rules to guide them.

It appeared to those who must decide whether news is dangerous to the nation's security that they actually were operating as self-censors. Unlike the World War II procedure under the Office of Censorship, however, the government has no central agency to aid media in deciding what to make public and what to avoid.

Confusion over the whole security problem has become so great since the Sept. 24 order that new interest is developing in proposals to revive the Office of Censorship, as proposed in the Oct. 1 BROADCASTING • TELECASTING (see also editorial on page 56).

Washington radio and TV commentators who attended the President's Thursday news conference were among the most baffled though the later clarifying statement removed some of this confusion. Here are their comments:

Elmer Davis, ABC, wartime director of the Office of War Information —"I think the statements will lead to more confusion than already existed although the clarifying language clears up much of the uncertainty."

Hilmar Baukhage, MBS—"The President ordered voluntary censorship without saying so specifically. It appears he either didn't mean what he said or he didn't say what he was meant to have said."

Frank Bourgholtzer, NBC White House correspondent—"NBC has a policy of avoiding sensationalism in news affecting national security. Application of self-policing is probably more complicated than the White House realizes. The point often arises where a newsman can't censor public officials."

Charles Collingwood, CBS White House correspondent—"The President was obviously confused and in my opinion he clouded the basic issue of security regulations in government departments by introducing the separate issue of responsibility of news media for making public borderline information."

William Hillman, MBS—"I've had experience in England and other foreign countries. It's amazing the way broadcasters and newspapers in England voluntarily suppress news involving security. I have suppressed a lot of material that might affect national security."

An obvious thought in the President's mind, it was felt, was that national safety is more important than a news scoop. At his news conference the President repeatedly referred to the paramount importance of survival in the whole security situation.

He claimed his record in defending civil liberties "demonstrates that I have no desire to suppress freedom of speech or freedom of the press."

Answers Criticism

His formal statement Thursday was pointed at criticism of his Sept. 24 order. "Whether it be treason or not," the President said, "it does the United States just as much harm for military secrets to be made known to potential enemies through open publication, as it does for military secrets to be given to an enemy through the clandestine operations of spies."

Then he observed that he did not believe "protection of military secrets should be made a cloak or cover for withholding from the people information about their government which should be made known to them. I believe that everyone including government officials, should try to prevent this from happening."

The main idea of the Sept. 24 order, he said, was to protect information about national security when it gets out of military hands into other agencies. In addition, it was designed to prevent abuses of over-classification of information in the name of security. He said he would be glad to change the order if experience points to such a course.

President Truman said the Sept. 24 order was handed down after *Fortune* magazine had printed pictorial material showing atomic energy plants and after "newspapers and slick magazines" had carried air photos of large cities with arrows pointing to vulnerable bomb targets.

Several newsmen reminded the President that the air photos had been prepared and released to the press by authorized civil defense officials but he said that publishers should not have printed them.

Asked directly if the Sept. 24 security order and related Presidential statements applied to broadcasters and telecasters as well as publishers, Mr. Truman said they certainly do. The question reminded him that some broadcasters who had visited Korea had later revealed to the public secret strate-

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RECRUITING ADS *Hill Group Seeks Cut*

A STRONG minority attempt to wield the Congressional hatchet over recruiting monies for paid radio-TV time was brewing a full-blown storm on Capitol Hill late last Thursday.

What concerned the broadcast industry chiefly was a move by a joint Senate-House conference committee to prohibit funds for radio and television and retain those for printed media.

The group agreed to abide this discrimination in the form of amendments tacked on the $57 billion defense bill (S 5054). The report was to be filed Friday and the House was expected to act on it momentarily—but not without strong opposition on the floor. It had deferred action Thursday.

Spearheading the attack on radio-TV was Sen. Joseph C. O'Mahoney (D-Wyo.), who had protested an approximate $1 million expenditure for three network radio programs already committed under the budget during the fiscal year ending last June 30 [BROADCASTING • TELECASTING, Oct. 1].

It was reported that the conferees went along almost unanimously with the O'Mahoney economy proposal, but with misgivings which were sure to be reflected during House debate.

Sen. O'Mahoney was quoted as stating that payment of sums for radio-TV personalities and spot announcements is "an indefensible expenditure" of the taxpayers' money, while paid space in newspapers and magazines is a matter of "patriotic appeal."

He added, however, that he will sponsor an amendment on the floor, when the bill comes to the Senate, which would allow programs already committed to take the air on schedule. Two begin this month and one in December.

Actually, this is academic since the programs set to get underway—*Frankie Laine Show* on CBS, Bill Stern on NBC and *Game of the Week* on ABC—have been paid for out of previous funds. The $735,000 earmarked for this fiscal year were earmarked for a spring spot recruiting drive, according to Grant Adv., which handles the Army and Air Force account.

Question Procedure

Aside from the question of principle involved in the issue—that of discrimination between aural-visual and printed media—some authorities last week also questioned the procedural right of the conferees to raise this question after both the Senate and House approved the original bill. Conferences are traditionally set up, it was pointed out, to resolve existing differences, not promulgate new provisions.

NARTB is known to be plainly skeptical of any action which would deprive the broadcasters of their share of the recruiting budget in view of the industry's munificence in giving millions of dollars worth of free time. Newspapers and magazines have not been as generous in the past, it was noted.

Rep. George Mahon (D-Tex.) was slated to guide the amended measure to the floor. He told BROADCASTING • TELECASTING that nearly all House conferees voted for the O'Mahoney proposal. He said he felt, however, that funds for all media should be banned and that the draft could do the job without recourse to paid recruiting drives in newspapers and on radio-TV.

Speaking for his colleagues, he said many conferees complained that sponsorship of radio and video programs was of no great benefit to the defense effort. Army and Air Force surveys have indicated otherwise.

Another sore point in the background picture is the feeling of some Senators, particularly Sen. O'Mahoney, that the Appropriations Committee was not apprised

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THE ATOM on The Air

By CHARTER HESLEP

CHIEF, RADIO-VISUAL INFORMATION BRANCH, AEC PUBLIC INFORMATION SERVICE

THE ATOM is fast becoming an important part of radio and television programming. News of atomic developments lead or are near the top of newscasts with increasing frequency. Public service shows with wide audience appeal are growing as writers and producers tackle the problem of telling the people about the progress, meaning and challenges of the still new atomic age.

An historic "first" was the dramatic documentary, *Atomic Bombs*, by Frank and Doris Hursley, broadcast over CBS on Aug. 7, 1945—within 24 hours after President Truman had announced the advent of the atomic age in the form of the bombing of Hiroshima.

Since then, and particularly in the past two years, radio and television have rolled up an impressive record of public service programming in the atomic field. Considerable experimenting is under way with actual teaching of nuclear physics and related atomic subjects via television.

* * *

ANOTHER "first" was recorded at Ames, Iowa, on Sept. 28-29. The Iowa Radio News Assn. decided to turn its 1951 annual meeting into the first radio-television atomic energy seminar ever held. There have been 14 of these seminars for various newspaper groups.

For two days, the Iowa radio news editors and their guests will "go to school" for lectures on basic atomic energy, reactors, fissionable materials and isotopes. They will hear—and see—applications of atomic energy to farming, medicine, industry and research. The Atomic Energy Commission is cooperating to provide some of the speakers, headed by Commissioner T. Keith Glennan.

There are some obvious reasons for the growing value of programming in the atomic field. There is the importance of atomic weapons to our national security and the job of preparing our own millions for survival under a possible enemy atomic attack. The popularity of science-fiction is another gauge of the times. It is on the increase in all media, including radio and television.

A Maryland second-grade teacher was surprised one Monday last spring to hear her young pupils talking about "radioactivity" and "reactors." It turned out that 14 of the 32 in her class had seen the television documentary, ***Mobilizing the Atom***, on CBS on Sunday. The teacher asked the AEC for some basic material — and quickly — to help her catch up with the seven-year-olds.

The importance of safeguarding certain types of data—such as rate and scale of production of weapons, components, uranium ore, etc.—cannot be minimized as long as the present world tension prevails. The AEC is charged with the security of this kind of information and triple-checks every fact that is released to the public. But program planners and writers are discovering that there is a wealth of material available around which to build good programs.

* * *

MUCH of the basic science involved can be simplified and made interesting on radio and television. The history of the development of atomic energy is a fascinating story. The ever widening use of radioactive isotopes furnishes a continuous stream of new—and unrestricted—information that often has local or area leads.

Finally, Chairman Gordon Dean has said that the AEC hopes that all media—including radio and television—may some day cover an actual weapon test. However, that will not be possible during the series of tests this fall at Las Vegas which were recently announced.

The AEC is not in the business of radio and television production. It is not in the business of education. It does not "promote" programming in this field. The Radio-Visual Information Branch of the agency's public information service does try to keep the latest and best "raw material" available for those asking help in planning or writing shows. And it can give security review for any broadcaster or telecaster who has any doubt that a given program may contain "restricted data" within the meaning of the Atomic Energy Act of 1946.

To keep abreast of what is being done, an attempt is made to get scripts of programs dealing with atomic energy. These are studied so that practical counsel may be given when assistance is asked.

A by-product of this activity is a set of script books that constitute an impressive record of the programming that has been done in the atomic field in the past two years. The collection is far from complete and does not contain scripts dealing specifically with civil defense where much fine work has been accomplished.

Here are some of the outstanding scripts on file which give an idea of the range and treatment of atomic subjects on radio and television.

RADIO

The Quick and The Dead. A four-program series produced by NBC in the summer of 1950. Featured Bob Hope asking questions of William L. Laurence, *New York Times* science writer, with dramatized episodes developing from Hope's questions. Repeated by popular demand and won a host of prizes in 1950.

This New World of Atomic Energy. Eleven programs tracing the advent of the atomic age produced by WLS Chicago, and broadcast over that station's famed *School Time* from February through April of this year. Aimed at upper elementary grades, and directed by Josephine Stafford. Manager Glenn Snyder made entire series available to the tape network of the National Assn. of Educational Broadcasters.

Science Marches On. Six programs in June-July 1949, featuring the activities of the Argonne National Laboratory near Chicago. Produced by WMBI Chicago.

Atomic Energy. Five programs broadcast during 1950 by WHLI Long Island, giving somewhat the same treatment to work of the Brookhaven National Lab.

You and the Atom. Five thoughtful discussions of various aspects of atomic energy aired by CBS in February 1949.

Practically all of the regular network discussion programs have carried several shows dealing with some phase of atomic energy. Included in this list are scripts from the *Chicago Round Table* (NBC); *Northwestern Reviewing Stand* (MBS); *Town Hall of the Air* and *Time for Defense* (both ABC); *Adventures in Science* (CBS), and NBC's *Living, 1949* and *Living 1950*.

The subject has been covered also by programs produced by the Rocky Mountain Radio Council, the Lowell Institute Cooperative Broadcasting Council of Boston and in a number of single-shot documentaries by individual stations. Among the last group are *E Equals M C Squared* broadcast over Texas State Network in October 1949, and *After the Atom* by Bill Hodapp (now with the Sloan foundation) over WAVE Louisville, Ky., September, 1949.

The wide range of important jobs performed at atomic energy laboratories and plants by physically-handicapped persons has been treated in two network documentaries. The first, *Physical Disability Is Not Job Disability*, dealt with Oak Ridge, Tenn., and was aired by MBS in 1949. Last year, ABC carried a 30-minute show from Los Alamos, N. M., covering the same topic. It was the first major network program ever broadcast from what has been called America's "most secret city."

TELEVISION

Atomic Report was a pioneering series of 10 programs produced by WMAR Baltimore, in the summer and autumn of 1949. It covered many phases of the atomic program and featured actual demonstrations before the camera as well as interviews with leading atomic scientists. The program won many awards.

NBC and the Navy put together

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* * *

Working out sequence for WMAR-TV Atomic Report *are Producer Ed Mick, Mr. Heslep and Narrator Michael Amrine.*

HADACOL'S ILLS

Hearing Set for Nov. 9

(See FCC story on page 84)

HEARING was set last week for 2:30 p.m., Nov. 9 in the U. S. District Court, N. Y., for objections to petition for reorganization filed by the LeBlanc Corp., producers of Hadacol.

The corporation, whose radio spot campaign and newspaper testimonial ads jockeyed net profits to the multi-million dollar level, last Wednesday filed for reorganization pursuant to Chapter 10 of the Federal Bankruptcy Act, and Judge William Bondy issued an order the same day approving the legality of the application.

Anything can happen at the Nov. 9 hearing, officials said, and it was assumed that creditors of the corporation, who were expected to file their answer to the LeBlanc request sometime this week, would be heard. If the petition is approved, however, the court will name trustees to take possession of the LeBlanc Corp., make an inventory of its assets and liabilities, report back to the court, and inform interested parties of the findings.

Creditors May Wait

Company requested reorganization in order to free itself from creditors—court actions would in effect be frozen—and to gain time for reestablishing its business, in which the owners say they retain confidence. "New money" that could be raised, LeBlanc officials were reported to have said, would be devoted exclusively to continuing the sale and manufacture of Hadacol, with the implication that creditors would be considered only as new profits accrued.

With the organization's account payable — including radio fees — reaching $2,065,358 as totaled by an unaudited balance sheet dated Sept. 8, many radio stations were understood to be preparing to carry Hadacol business only with in-writing agreements.

Industry complaints were that very few Hadacol contracts have been in legal form, having consisted mostly of telephoned or telegraphed authority or letters that would not stand up in court. Many such agreements were made by people no longer with Hadacol, it was pointed out, and often on a cut-rate basis that had, in some instances, been publicized sufficiently so that other advertisers, too, sought reduced charges.

Asher Lans, New York attorney who is now president of LeBlanc Corp., said last week that authorizations made by former company officers would be honored.

Action came promptly day after a creditors' meeting had been called in New York, with invitations going out to an estimated 20 of 7,000 creditors. The press was excluded. At the meeting, Mr. Lans, president of LeBlanc of Maryland, which was incorporated quietly in August and which lists the older LeBlanc Corp. of Louisiana as its subsidiary, announced reorganization plans.

Although creditors attending the meeting complained afterwards that they still did not know what was going on, that their questions —although asked—remained unanswered, most of them agreed with the statement ascribed to Mr. Lans that they would be lucky to collect 5 cents on each dollar owed them if bankruptcy action were to result. At week's end, with epithets matching vagueries, few people ventured to predict the future of their claims, saying that it all depended on the company's future business and disentanglement of myriad legal claims.

First changes in the Hadacol status became evident last August when the Louisiana Corp. was sold to the Tobey-Maltz Memorial Foundation Inc., a private medical foundation with New York plastic surgeon, Dr. Maxwell Maltz, as director for some $8 million [BROADCASTING • TELECASTING, Sept. 3].

Terms were reported to call for an immediate payment of $1 million in cash, the rest in 10 annual installments. Dudley J. LeBlanc, Louisiana State Senator who started the company in 1943, is reported to have received about a quarter of a million dollars for his ownership. A syndicate of New York businessmen, headed by Mr. Lans, in turn purchased what they described at that time as a lease to the Hadacol trademark, and Mr. Lans replaced Mr. LeBlanc as president, although the latter was to be retained—for a reported $100,000 per year plus expenses—as "national and international" sales manager.

The company has pushed its product with lavish promotion, estimated at reaching $1 million a month and including a caravan of stars such as Bob Hope, Carmen Miranda, and Jimmy Durante. At the time of the sale, the new president, Mr. Lans, anticipated that advertising promotion would "reach a new record total."

Accounts Not 'Receivable'

At the creditors' meeting, Mr Lans reportedly explained that upon investigation of its purchase, the syndicate discovered that an estimated $2 million of accounts receivable were not accounts at all, in the usual sense, and that litigation against the business was threatened from several sides. Describing the patent medicine business as previously "extremely profitable," Mr. Lans reported Hadacol sales for the 15 months ending March 31 reached $25,356,525 with net profit, before taxes, of $3,631,188. In the next three months, ending June 30, sales dropped to $3,154,090, and the corporation's net loss was $1,058,947. Estimated losses from June until Sept. 30. were said to be in excess of $700,000.

Officials attributed the reversal to overexpansion, a change from testimonial to institutional advertising, the failure of the caravan—which was halted two weeks before the scheduled time—and the extension of sales campaigns beyond Hadacol's natural environments in the South and Southwest.

Advertising expenses for 15 months ended March 31 were listed at $9,724,391 and for three months ended June 30 they were $2,495,154.

The Sept. 8 balance sheet was said to list liabilities of $4,263,647.96, including bank overdraft of $17,909 and caravan expenses of $187,911 still payable. Wednesday's reorganization was said to have been prompted by the camel's straw of a $14,000 suit filed by United Broadcasting Co. in Baltimore Sept. 27.

Excluding claims for negligence or product liability, a total of 14 major proceedings have been filed against the two corporations, including a suit for $114,000 by Televisual Products Inc. of Des Moines, Iowa.

Mr. LeBlanc, in addition to payments received, is listed among creditors of the LeBlanc Corp. whose claims may be in excess of

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HENNOCK HEARING STALLS

Nominee III

By DAVE BERLYN

ILLNESS of FCC Comr. Frieda B. Hennock last week left up in the air the windup of the Senate Judiciary Committee hearings on her nomination to a Federal judgeship in New York.

Word of her illness was given BROADCASTING • TELECASTING by Committee Chairman Pat McCarran (D-Nev.) following last Wednesday's committee session. The Senator indicated that additional meetings would not be held until Miss Hennock was in better health.

Miss Hennock

He also said he did not know whether Miss Hennock would take the stand to testify.

The Commissioner could not be reached for comment.

This development came as the Senate committee, with Miss Hennock absent for the first time since the committee began its closed door hearings, questioned witnesses in favor of the nomination.

Two opposition witnesses, both subpenaed, were called Tuesday morning. They were Judges James G. Wallace and John A. Mullen of the New York Court of General Sessions.

They followed other opposition heard nearly a fortnight ago [BROADCASTING • TELECASTING, Oct. 1].

According to reports, the committee delved into the professional and the personal background of the nominee. It was understood that the New York judges were questioned closely about various legal affairs with which Miss Hennock was said to have been involved before she joined the FCC in 1948.

FCC Witnesses

Witnesses Wednesday were Chairman Wayne Coy, Comrs. Paul A. Walker and Robert F. Jones, all of the FCC; William A. Porter, of the Washington law firm Bingham, Collins, Porter & Kistler; Julia Hopkins, National Assn. of Women Lawyers; Ralph Steetle, executive director, Joint Committee on Educational Television, and Mrs. Clara Longstreth, national security chairman, National Federation of Business and Professional Womens Clubs. Mr. Porter represented the Federal Communications Bar Assn.

They were asked merely routine questions, and in instances where people other than FCC members were involved, the committee members were interested in knowing the makeup of the organization and details of its endorsement of Miss Hennock's nomination.

Still to be heard are witnesses from New York, including Louis S. Posner, New York State Mortgage Assn.; Jacob Holtzman, New York State Board of Regents, and Judge Agnes Craig, New York City Municipal Court. Other New York legal and women's club officials also may testify.

There was renewed talk in Washington circles that the committee might not act on the nomination this session of Congress, due soon to adjourn [BROADCASTING TELECASTING, Oct. 1]. This would pave the way for a recess appointment to the New York Southern District Court by the President.

If this happened, it was explained last week, Miss Hennock, if appointed, could serve on the bench with pay until the end of the next Congressional term [CLOSED CIRCUIT, Oct. 1].

After adjournment this session, the Senate committee automatically returns the nomination to the White House if not acted upon. Then, President Truman during the second session could renominate her, sending the name back to the Senate. However, if the Senate then failed to act on the nomination, she would automatically lose her seat on the bench.

NBC RADIO

Reaches Most, Slide Show Claims

THE IMPORTANCE of network radio as "the most taken-for-granted advertising force in the land" and the importance of NBC because "more people are reached by NBC Radio than by any advertising force in the world," including television, are stressed in *This Is NBC*, a 31-minute color slide-sound presentation. The slide show was previewed Thursday for the advertising press in New York prior to showing to advertisers and agencies across the country.

To prove the superiority of radio over television as a mass medium, for example, the presentation points out that in present TV markets "there are more homes with just radios than homes with both radio and television."

"Outside of the TV area there are over 100% additional homes with radios, adding up to the largest advertising potential audience available anywhere," NBC claims.

Between 7 and 10 p.m. a radio set is on in one out of ten TV homes, the presentation declares, with this and other extra-room listening, plus car radio and other out-of-home listening adding 54 million supplementary sets to the 42 million American radio homes.

This gives the radio advertiser a total of "96 million outlets for your sales message—truly blanket coverage of all America."

Nor is this picture changing. NBC cites Radio-Television Mfrs. Assn. figures showing that in the first six months of this year, "Americans were buying radio at a 10% faster clip than during the same period of 1950. In fact, they're buying more than twice as many radio sets as they are television sets."

Noting "advertisers take nothing at face value—they measure media by potential and delivered audience," the presentation avers that out of every 25 people: 4 read *Life* magazine; 7 read *Metro* on Sundays; 8 watch NBC Television; 12 listen to Mutual; 14 listen to the ABC Radio Network; 17 listen to CBS; 19 listen to NBC.

Translating this into people reached per dollar of advertising expenditure, NBC reports that for a budget of about $22,000, the cost of some nighttime radio shows, an advertiser can buy a half-hour TV show on the 15 largest NBC-TV stations, to reach 5,252,000 people; or a two-color full page in *Life*, to reach 5,747,000 people; or a four-color half-page in the metropolitan group of Sunday supplements, to reach 7,316,000 people. But if he spends the $22,000 for a nighttime half-hour show on the full NBC Radio Network, the report said, he can reach 7,794,000 people.

John K. Herbert, NBC vice president and director of radio sales, who delivers the NBC radio story in his own voice, specially recorded in the presentation, noted that most of NBC's nighttime shows cost less than $22,000, with daytime costs far below that figure. He also stressed that a 13-week contract is no longer necessary but that "you can sell your product over NBC for as long or as short a period as you like."

"One of the new uses of radio," Mr. Herbert said, "is the 'saturation campaign'—a technique of concentrated advertising on several programs during a single week or a single month. This form of special promotion is quick, simple to use, and can reach the same customers several times a day in a controlled period of time."

'Blanket Coverage'

In addition to such short-term campaigns, NBC also has the "tandem" year-round multiple program plan by which an advertiser can reach nearly 25 million people a week with a one-minute commercial plus opening and closing "billboards" on three evening shows "at the low, low cost of 1,000 advertising impressions for 28 cents," Mr. Herbert said. The shows are *Mr. Keen, Tracer of Lost Persons*, *Martin & Lewis* and *The Big Show*.

New programs, like the mystery show *Barrie Crane* and the *Bob and Ray* comedy series, and old favorites, such as *Fibber McGee and Molly*, *Duffy's Tavern*, Bob Hope and Jimmy Durante, including almost the complete roster of NBC commercial programs, are covered by the presentation, with the stars delivering recorded messages.

The slide sound film also hails NBC's 25 years of network operation and its host of long-time programs and sponsors. Conceived by Jacob A. Evans, manager of NBC radio advertising and promotion, the presentation was produced by Hank Shepard, supervisor of NBC radio sales promotion, assisted by Robert Hitchens. It was directed by Jack Cleary. Bernard Green composed the musical background and led the NBC orchestra.

QUARTER-CENTURY service to health education by NBC is marked by presentation of citation to Niles Trammell (r), chairman of NBC board of directors, by Dr. W. W. Bauer (l) of the American Medical Assn. [BROADCASTING • TELECASTING, Oct. 1]. Award was made at close of special documentary, *Worthy of His Hire*, relating to employment of the physically handicapped, heard Sept. 23.

HOWARD CHENEY

Adman Dies in Sleep

HOWARD W. CHENEY, 47, executive vice president and West Coast manager of Erwin, Wasey & Co., Los Angeles, died in his sleep at his Beverly Hills home early last Tuesday morning.

West Coast manager of Leo Burnett Co., he resigned and joined Erwin, Wasey & Co. last May 15. Well known in West Coast advertising, at one time he was account executive of Foote, Cone & Belding, Los Angeles, and also headed the advertising department of Lockheed Aircraft, Burbank.

Besides his widow, Bettina J. Cheney, surviving are his father, William T. Cheney, Terre Haute, Ind., and a sister, Mrs. Charles E. Mills, Washington, D. C.

MESTRE HONORED

Given EAA Award

GOAR MESTRE, head of the CMQ Radio Network in Cuba, CMQ-TV Havana and president of the Inter-American Assn. of Broadcasters, last Friday received the Export Advertising Assn.'s annual award for outstanding achievement in international advertising and marketing.

Mr. Mestre was presented the award at an EAA luncheon in New York's Plaza Hotel, at which Thomas D. Cabot, director of International Security Affairs, Dept. of State, was principal speaker.

Third annual EAA survey conducted among 1,000 foreign business leaders in the U. S., was reported by William Kapp of Gotham Adv. Co. Thursday afternoon, opening date of the EAA convention. For the third straight year, foreign ad budgets will be increased, with 9 out of 10 businessmen making increases this year as compared with 8 out of 10 last year. Over two-thirds say their sales this year stand more than 10% ahead of 1950, with the rise attributed to American subsidiaries in markets abroad as well as export from the U. S.

Exporters still list trade publications as their favorite advertising medium. Spending less than 5% of their sales' income on advertising, exporters are earmarking about as much for TV this year as they did last.

FCBA Outing

ANNUAL fall outing of the Federal Communications Bar Assn. was held Saturday at Twin Oaks, Vienna, Va., estate of Horace L. Lohnes, partner in the Washington radio law firm of Dow, Lohnes & Albertson. FCC and other government officials attended. Mr. Lohnes, a past president of FCBA, last week was elected president of the George Washington U. Law Alumni Assn. for 1951-52.

WAYNE COY

States Correct FCC Stand on S. 1563

THE only effective method of meeting the problem of disseminating gambling information is to prohibit such transmission by statute, which would be enforced by the Dept. of Justice, according to FCC Chairman Wayne Coy.

This is the position of the Commission as well, Chairman Coy said in a letter to BROADCASTING • TELECASTING. The letter was designed to correct an impression given by a story which said a Senate bill (S 1563) requiring Dept. of Justice licensing was in line with Chairman Coy's recommendation.

Text of Chairman Coy's letter follows:

EDITOR:

In the BROADCASTING • TELECASTING issue of Oct. 1, 1951, there is a news item on page 50 headed "Anti-Gambling Bills," in which it was reported that the Senate Interstate and Foreign Commerce Committee approved four bills. It was stated with respect to one of these bills, S. 1563, relating to the licensing of persons engaged in the dissemination of gambling information that the Committee amended this bill to transfer the licensing authority from the FCC, as originally intended, to the Justice Dept. Then follows the statement, "This is in line with Chairman Wayne Coy's recommendation."

The quoted statement is not correct but I am sure that it was inadvertent and arose only out of a mistaken understanding of the position taken by me in behalf of the Commission. Our position with respect to any bill that would license persons disseminating gambling information is that such an approach is basically ineffective and unsound, regardless of what government agency is designated as the licensing authority.

We have taken the position that the only effective way to deal with this problem is by a statute prohibiting the transmission of certain defined types of gambling information. Such a statute would, of course, be enforced by the Dept. of Justice in the same manner that all other criminal statutes are enforced by the Dept. of Justice. This position was apparently misconstrued by the person who wrote the item in the Oct. 1 issue of BROADCASTING • TELECASTING to mean that I was of the view that the licensing functions in S. 1563 should be administered by the Dept. of Justice.

So that the record may be entirely clear, I should like to point out that the Commission opposes any licensing approach regardless of whether the responsibility to issue licenses is placed in the FCC, the Dept. of Justice or any other Federal agency.

I am sure you will want to correct the mistaken notion that may have been created by the above quoted statement.

INSURANCE PLAN

Told NARTB District 14

THOROUGH exploration of all types of insurance for stations, ranging all the way from towers to personnel, is under way at NARTB, President Harold E. Fellows told NARTB District 14 at its opening session Thursday in Salt Lake City.

The district opened a three-day meeting with William C. Grove, KFBC Cheyenne, Wyo., presiding as district director. Hugh Terry, KLZ Denver, participated as NARTB director-at-large for medium stations. Attendance reached 108 the first day.

Savings ranging from 30% to 50% under current insurance rates may develop from the NARTB plan; Mr. Fellows said. He described it as an effort by NARTB to save "honest dollars" for stations. NARTB is studying group employment and libel insurance, among other types.

In the case of tower insurance, he said large savings are possible if around $20 million in policies can be committed, with a group of companies secondarily underwritten by Lloyds of London. He told of one case where $60,000 tower insurance involved a $1,500 premium annually for three years as against less than $1,000 a year under the NARTB plan.

Tower insurance would take into account the relatively higher hazards in some parts of the country, Mr. Fellows said, but benefits would be generally pro-rated.

Urges Follow-Through

In a question-answer session the NARTB president urged an industrywide follow-through against the Benton censorship and related legislation undermining the economic stability of the medium or affecting its freedom. Answering Frank C. McIntyre, KLIX Twin Falls, Idaho, he said NARTB is investigating Western Union rate increases. Mr. McIntyre said baseball line rates had been more than doubled.

Several members complained Western Union had increased the rates without notice. Mr. Fellows said he first heard of the new rates during the District 9 meeting Sept. 17-18 at Highland Park, Ill. He added that Robert K. Richards, NARTB public affairs director, had been assigned to investigate the matter.

Director Grove named the following Resolutions Committee: James Russell, KVOR Colorado Springs, chairman; Bert McAllister, KRPL Moscow; William Kemp, KVER Albuquerque; Don Hathaway, KSPR Casper; Florence Gardner, KTFI Twin Falls.

World Series games were viewed at the Thursday-Friday luncheons on TV receivers set up by KDYL Salt Lake City.

After the Western Union discussion, floor discussion went ahead at a lively pace. Featuring of newspaper reporters in radio programming was criticized, with suggestion that radio reports be featured in dramas. Joe Wilkins, KFBB Great Falls, contended broadcasters do everything except influence politicians favorably when they charge premium rates for political advertising.

Since he had started charging the one-time rate, with no cash required, he has been getting along better with politicians, Mr. Wilkins said. Art J. Mosby, KGVO Missoula, contended the premium rate followed newspaper practice, but added some papers charge three or four times the regular rates for political space. Cancellation of business and other problems of political time were cited.

Political Time Rates

President Fellows urged stations to charge equitable rates for political time but said special situations in each locality must be taken into account.

Mr. Richards reviewed NARTB's new administrative setup and described headquarters activity. In a talk on radio news he offered a formula for expansion of news service.

Commenting on the Benton legislation, Mr. Richards said. "If newspapers had been attacked by such legislation they would have knocked it down in 30 minutes."

A TV panel was held on the afternoon of the first day, with KDYL-TV and KSL-TV, the two Salt Lake City stations, manning the panel. Mr. Terry acted as moderator. Taking part were Gene Halliday, Wayne Richards and Vince Clayton, all of KSL-TV, and George Provol, Danny Rainger and Alan Gunderson, all of KDYL-TV. They covered commercial, program and engineering topics. Richard P. Doherty, NARTB employe-employer relations director, analyzed TV costs.

Penalize Benton Firms?

In a reference to the Benton legislation, President Fellows, answering a question from the floor, said it would be "most unfortunate" if Associated Music Publishers or Muzak, both Benton enterprises, were penalized because of the Senator's crusade for "reforms" in radio and television. He deprecated the Benton objectives as threatening to undermine the future of radio and television but felt that the services of suppliers "should be bought on intrinsic merit."

Carl Haverlin, BMI president, was on the Friday agenda. Mr. Doherty conducted his session on sound management practices. In the afternoon William B. Ryan, president of Broadcast Advertising Bureau, conducted a sales session.

Saturday was devoted to an all-day workshop under direction of Al Meyer, KMYR Denver.

BENTON BILL DANGER

Outlined By Fellows

SELF-REGULATION of broadcasting and telecasting is the inevitable responsibility of those engaged in these professions, Harold E. Fellows, NARTB president, told the Salt Lake City Kiwanis Club Thursday in warning of the common dangers to free speech inherent in the legislation sponsored by Sen. William Benton (D-Conn.).

He called the legislation "a remarkable parallel" to the recent "Hutchins Report" on the press, which recommended creation of a commission on freedom of the press that would appraise and report annually upon the performance of the press.

"We are fighting this dangerous legislation," he said, "and shall continue to resist this and all other efforts to gnaw away the foundations of this basic bulwark of our American heritage." He suggested the Benton-proposed review board would end up as a censorship body.

"Those of us who are privileged to labor in the media of the press, radio and television partake of special responsibilities," he said. "The relationships between publishers and the people and the relationships between owners of broadcasting facilities and the people are of the highest professional character.

"There is no haven of security from criticism under our American guarantees of freedom of speech and of the press for those of the press and broadcasting industries who fail to recognize the high trust inherent in their dealings with the people.

"Such as these by their unwise stewardship wantonly waste their greatest economic resource—the public support and confidence in the daily output of their transmitters and presses. There can be no convincing defense before the bar of American public opinion for continuing mediocrity or downright offensive programming and journalism.

"But judgment, preference and economic decision affecting the press and radio, under our American system belong to the people—all of the people, and not to the government. By their daily individual decisions and free choices they exercise a type of control, which while sometimes less dramatic than that of a bureaucratic government censor, is nevertheless inexorable and in its expression bespeaks the unfettered voice of the free people. . . . We invite your sustaining influence and your informed participation in the onward march to preserve our free mass media, the sentinels of democracy."

GLADE'S WELCOME

Offers Radio Commandment

BROADCASTERS of NARTB District 14, the "Mountain District," were officially greeted by a fellow broadcaster Thursday when they convened at the Hotel Utah, Salt Lake City. Formal welcomer was Earl J. Glade, three-time mayor of Salt Lake City and first manager of KSL Salt Lake City. He retains a KSL directorate.

Mayor Glade offered an 11th commandment for radio: "Thou shalt deliver the goods." He cited the five great responsibilities of radio management as follows: Fair pay, opportunity to progress, recognition of personnel, participation of personnel in operations, security.

He admonished broadcasters and telecasters to be "careful" because of their tremendous responsibility to the public. At one time he was chairman of the NAB code committee.

WXKW EXCEPTIONS

Still Using Full Power

SLIGHT modification of the directional antenna of WXKW Albany, N. Y., would satisfy all interference claims and permit it to continue with its present 10 kw fulltime on 850 kc, the station claimed in exceptions filed last week with the FCC.

Exceptions were made to a hearing examiner's initial decision proposing reduction of nighttime power under program test authorization to 1 kw [BROADCASTING • TELECASTING, Oct. 1].

Until oral argument is heard by the full Commission and a final decision is rendered, WXKW continues operating with present 10 kw day and night.

Station also took issue to the examiner's conclusion that "no valid reason" had been advanced to support the request for a waiver of engineering standards regarding operating efficiency.

Objections to present and proposed WXKW operation were made by KOA Denver and WHDH Boston. Both have 50 kw on 850 kc, the latter with directional antenna.

15 kc Taped Music

MUSIC recorded on 15 kc tape was broadcast for the first time anywhere by WABF(FM) New York last week, according to station. Program was possible only on FM since that band alone is capable of reproducing the wide range of frequencies present in 15,000-cycle tape, described as delivering the maximum music reproduction to date, station said. Recorded for the most part in Europe, the music ranged from Beethoven symphonies to Ravel quartets.

WILSON REPORT

Cites Heavy Inventories

AN INVENTORY of two million TV receivers and three million radio sets will help offset temporary production decreases resulting from the increase of military demands upon electronics manufacturers. Meanwhile, consumer demand in the radio-TV market "has not been high enough to eliminate some unemployment in the industry."

These facts were outlined by Defense Mobilizer Charles E. Wilson in his third quarterly report on defense mobilization. The report, titled *Three Keys to Strength*, was submitted to President Truman last Monday. The three "keys," as described by Mr. Wilson, are maximum production, stability of economy and free world unity.

Outlining progress in various government programs, Mr. Wilson noted that in electronics a comparatively small number of "high-cost complex" radar systems account for 60% of the production dollar. "Deliveries to date have been relatively low," he explained, "while the industry expanded its plant and completed its tooling." By next summer, however, the delivery rate should triple, he predicted, noting that new electronic-controlled weapons now are in use.

Moreover, tax write-off certificates totaling some $400 million worth of projected investments have been issued by the government. They would permit industry to expand for "most urgently needed military end items" and complete facilities already underway. Electronics manufacturers have been the beneficiaries in many cases.

With respect to materials, the defense mobilization chief asserted, additional supplies of copper are limited by several delaying factors. Copper allotments under the Controlled Materials Plan had to be tightened, with extension of prohibited uses. Extension of CMP to all new construction using structural steel will make it possible to direct steel to "more important projects" and an orderly cut-back of non-defense construction.

26% of Requests Ok'd

In the electronic plant field, an average of about 26% of the requests were given the go-ahead, with only 11% of steel actually siphoned off to commercial construction. Broadcasters who were denied authorization to commence building during the fourth quarter (beginning last Monday) may reapply for permission. A number of radio-TV operators already have begun construction, alteration or remodeling work [BROADCASTING • TELECASTING, Sept. 24].

Administration forces, including Economic Stabilizer Eric Johnston and Mr. Wilson, have recommended sharper cutbacks in civilian building. Meanwhile, the National Production Authority is expected to release a compilation this week of over 2,000 denials of requests for materials to start projects.

Turning again to materials, Mr. Wilson held out hope for a surge in nickel output by April 1. Even so, he added, "there seems no prospect of an early end to allocations."

The shortage of nickel for receiving tube producers has been brought to the attention of NPA by Radio-Television Mfrs. Assn. The agency has revealed no steps for alleviating the critical situation which threatens widespread unemployment of between 15,000 and 18,000 by Dec. 1, barring larger allocations

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GENE SEEHAFER (l), U. of Minnesota assistant professor and co-author of *Successful Radio & Television Advertising* conducted radio advertising conference at Jamestown, N. Y. Fred E. Bigelow (c), president of Jamestown's largest department store and heavy user of radio, examines account of one of his programs included in the book. Simon Goldman (r), general manager of WJTN-AM-FM Jamestown, looks on. WJTN was host at the conference which included WHDL Olean, N. Y.; WNAE Warren, Pa., and WFCB Dunkirk, N. Y.

AD ALLOWANCES

Capehart Amendment Fails in Senate

INDUSTRY's fight for a flexible formula which would permit manufacturers individually to raise price ceilings on basis of advertising and other costs was beaten down in the Senate last Thursday.

The Senate approved an administration substitute for the so-called Capehart amendment. Under the Capehart plan manufacturers could have requested individual adjustments on the basis of increased advertising, labor, selling and other expenses. The bill (S 2170) was passed, 49-21, and sent to the House after a heated floor fight led by its author, Sen. Homer Capehart (R-Ind.).

The Indiana Republican fought for retention of his own substitute as a compromise between his original plan and that reported by the Senate Banking & Currency Committee [BROADCASTING • TELECASTING, Oct. 1, Sept. 24].

Capehart's Idea

Sen. Capehart suggested that the President be required to issue new regulations revising ceilings within 60 days and allow manufacturers to apply for higher prices beyond July 26 if their labor costs have mounted since that date.

But in the end, the administration prevailed with a new bill that would (1) allow the Chief Executive to determine amount of allowable advertising and other costs on an industry-wide basis, rather than individually; (2) require applicants for adjustments to prove "financial hardship" (or, in effect, those now losing money).

Thus, the President, acting through the Office of Price Stabilization, would not find it mandatory to grant price boosts to individual applicants.

Opponents of the administration plan, including numerous industry and trade groups, have protested that the plan opens the way for Presidential control of all media through advertising budgets.

The cutoff and applicable dates would remain the same: Under future Presidential directive, manufacturers could be eligible for higher price ceilings on the basis of costs incurred since the start of the Korean war to July 26. Separate directives may be issued covering advertising, selling, labor and administration costs, with a set percentage allowed for each.

Failure of Mr. Truman to issue such directives to OPS would constitute a hurdle to future price boosts. Thus, applications for higher ceilings based on advertising costs would be stymied, it was reasoned. The logical effect could be curtailment of broadcast and other media budgets in the long run.

Plan Rejected

The Capehart alternative plan was rejected by the Senate with a 41 to 28 vote. The Senator protested that his proposal was a workable one and removed all previous administration objections.

His remarks drew immediate disagreement from administration stalwarts, among them Sen. Mike Monroney (D-Okla.). The Capehart plan, the later said, would allow manufacturers and processors to "pyramid" their costs and pass on "excessive" charges for advertising and other items. Such action, he added, would prove "highly inflationary."

OUTSTANDING public service by WMBI Chicago, Moody Bible Institute station, during its 25 years of existence is commended by Mayor Martin Kennelly. Announcer William Pearce (l) makes a tape recording of the tribute in the mayor's downtown office for broadcast on WMBI, Station celebrated quarter-century as "the pioneer voice of Christian radio" with open house anniversary party Sept. 16-22.

FM TESTING

NARTB-RTMA Joint Effort

THREE-AREA campaign to test extent of FM listening and promote the FM medium will be undertaken by NARTB and Radio-Television Mfrs. Assn.

In announcing the joint project Ben Strouse, WWDC-FM Washington, named three broadcasters to spearhead campaigns in the test areas. They are Everett L. Dillard, WASH (FM) Washington, for the District of Columbia; E. Z. Jones, WBBB (FM) Burlington, N. C., for North Carolina; Kenneth F. Schmitt, WIBA Madison, for Wisconsin.

The three campaigns will be conducted on a sequential basis starting with North Carolina in 1952. John H. Smith, NARTB FM director, will hold meetings with the state chairman. He will direct the overall campaign. He will meet North Carolina and Wisconsin committees later this month and also will confer with David H. Grigsby, head of RTMA's special FM promotion committee.

Final planning session will find the full RTMA committee meeting with Messrs. Strouse and Smith. Decision will be made at that time on sales promotion, public relations and other merchandising devices to be employed in the test areas.

Nussbaum Named

COL. HOWARD NUSSBAUM, director of radio and television of Harry B. Cohen Adv., New York, has been assigned special assistant to Harry B. Cohen, agency president. Effective today (Monday), Jose Di Donato, formerly of Robert W. Orr & Assoc., New York, will succeed Col. Nussbaum as radio and television director.

NBC Revamps Policies

(Continued from page 23)

not disclosed. Mr. Denny said the adjustments will be negotiated individually with the stations.

Saying that some stations in TV markets will get rate boosts under the plan, Mr. Denny asserted that "our formula provides a basis for rate adjustments which can be made in terms of measurable factors and will conform to the changing values of network radio. Advertisers and stations will have the assurance that the network rate structure will continue to reflect circulation values of the medium and will maintain the value of an NBC franchise."

He said, "We propose to put this new rate structure into effect as soon as practicable," but no target date is possible because individual negotiations with stations are required. He expected several months would be required.

However, he continued, complete implementation of the rate plan will not involve significant changes in the total network rate the advertiser pays. It will put individual station rates in proper relation to each other and have long range values in introducing stability and objectivity in the network rate structure, he said.

In reclassifying stations, the network plans to eliminate the present "Basic Station" category, which now consists of 29 outlets which are "must buys." Existing supplementary group classifications also will be eliminated.

Grouping Changed

Instead, a group of stations—estimated at 40 to 50, including 26 of the present 29 "Basics"—will be designated "Primary" stations. This as yet unidentified group consists of stations which ranked highest in "grades" based on a large number of carefully calculated and consistently applied factors relating to various aspects of radio homes coverage, audience circulation, and economic importance of the market involved, NBC explained. The "Primary" stations as a whole, it was said, represent a "distinctive" group of NBC's top-ranking facilities which deliver basic nationwide coverage, represent the most important markets, and furnish circulations in these markets at the lowest cost-per-thousand.

The remaining affiliates, heretofore classified as Basic Supplementary and Group Supplementary, will be reclassified in a consolidated "Supplemental" group which provide "important supplementary coverage in addition to that provided by the primary station." Then a third classification will be established known as "Premium" stations to give added depth of coverage in less important markets. Equivalent to stations previously called "Bonus," these will be stations which "do not individually deliver a sufficiently large or a sufficiently valuable audience to justify a network rate," NBC said.

Mr. Denny noted that "by this reorganization of the network structure, NBC stations will be classified in logical, functional groups which reflect their relative values to the network advertiser."

In abandoning present requirements that advertisers must include certain stations or combinations in their national network orders, NBC set up a new approach—the minimum purchase in network option time is a combination of stations representing 75% of the gross cost of the total continental network for the time period ordered. The minimum number of stations that might be used to meet this limitation was placed at "more" than the existing numerical requirement of 50.

There will be no minimum requirements of any sort with respect to network purchases made in station time, except that the network orders must be of a type and size satisfactory to NBC.

Mr. Denny stressed that NBC and SPAC are confident that the values offered by NBC stations are such that they need no "must buy" requirement for protection.

"With this basic change in policy, a great forward step has been taken to make network radio completely responsive to current advertising needs," he said. "We will show [advertisers] that each station on the NBC network is a valuable buy on its own merits; that each serves an individual function in delivering effective coverage of its particular market, and together provide more comprehensive and economical network coverage than any other medium can offer. But the decision as to which facilities a national advertiser needs to meet his particular advertising objectives is one that should rest with him after he has all the facts. By giving him freedom to exercise that choice, we believe that we can enhance the value of our network medium in the advertising world."

NBC said the studies confirmed network radio's effectiveness when used on a regular, individual sponsorship basis, but that the network can also serve a greater number and broaden its base by diversifying its offerings.

With that in mind, Mr. Denny reported, the "per-program" sales plan is being offered to permit advertisers to buy a single program of certain established shows, or to buy as many less than the established 13-program cycle as they desire.

Two programs are available for this type of sponsorship effective immediately—the 7-7:30 p.m. segment of *The Big Show* on Sundays, and the new *Barrie Craue* mystery at 10-10:30 p.m. Wednesdays. On a basis similar to CBS's offer of the *Red Skelton Show*, these two may be ordered for a single broadcast, on an alternating week basis, for a series of consecutive broadcasts of less than 13 weeks, or for a series of non-consecutive broadcasts.

'Big Show' Rates

The half-hour available on *The Big Show*—the other two half-hours already are sponsored—is offered at a time-and-talent price of $21,600 for the full 30 minutes on the complete network, or $12,900 for a single 15-minute segment. Time and talent price for *Barrie Craue* on a one-time basis on the full network is $17,590.

It was emphasized that these programs are immediately available, and that orders will be accepted firm on a first-come, first served basis.

Per-program sales, it was pointed out, may be used advantageously by advertisers who want to give special promotional support to a peak selling season, to launch new products, or to get a new advertising story under way. This type of sponsorship also puts network radio within reach of budgets unable to support a full 13-week series.

Under the "Minute Man" plan, NBC will supply affiliates with programs featuring nationally known entertainers, to be sold locally on either an announcement or sponsorship basis. Suitable for recording by stations for delayed broadcast as desired, these programs will be offered to the affiliates on a "pay as you sell plan." Each station will pay an established charge for each announcement sold, and an established charge for each program sold on an individual sponsorship basis. The prices were not announced, but NBC said the charges would be fixed at levels making them more economical than comparable properties from any other source. "Minute Man" programs which aren't sold locally will continue to be available on a sustaining basis.

Present plans, it was reported, contemplate 1¾ hours of strip programs Monday - Friday between 12:15 and 1:30 p.m. and 6:15-6:45 p.m.; an hour-long children's show, 9-10 a.m., Saturdays, and a news review 6:15-6:30 p.m. Saturday all New York times)—for a total of 40 quarter-hours weekly, containing 119 one-minute daytime and early evening availabilities for local sales.

A half-hour afternoon Kate Smith show and a new Saturday morning *Howdy Doody* radio version will be among "Minute Man" programs, Mr. Denny disclosed.

Additionally, evening programs for sale by the stations are planned in the 10:30 p.m. periods when these periods are converted from network time to station time. These programs will be 30 minutes in length, each accommodating three one-minute announcements.

Can Position Spots

"Under this plan," Mr. Denny said, "national and regional advertisers can position their spot announcements in a standard program vehicle with which they and their agencies are familair. Spot campaigns can be integrated into designated Minute Man properties instead of consisting of announcements in a variety of unrelated local programs. Long-distance buying of spots for placement on NBC affiliates in whole areas will certainly be facilitated.

"In addition to the provision of this new type of program service for local sale, NBC is expanding the chainbreak time preceding a number of designated evening sustaining programs in network option time so that stations will have a total of one minute for sale. This will be done by starting these sustaining programs 40 seconds late, so that in each case the one-minute adjacency will precede the sustaining programs selected."

New operations plan also involves a series of overall changes in network option time periods to conform to changing sales requirements. Changes require contractual arrangements between the network and individual affiliates and are therefore subject to negotiations.

It is proposed that network op-

(Continued on page 37)

CONGRATULATIONS are in order from O. B. Smith (second from left), sales and advertising manager, Esskay products, on the occasion of firm's 2,000 consecutive broadcast of *It's Fun to Cook*, aired Monday through Friday over WFBR Baltimore. Handshakes go out to Susan Kent and Jack Day (r), who air progam. Beaming approval is Henry G. Erck (l), vice president, VanSant, Dugdale & Co., advertising agency for Esskay meat, shortening products, and the Wm. Schluderberg-T. J. Kurdle Co.

Security Order

(Continued from page 25)

gic information about battle plans.

Time after time President Truman referred to the fact that 95% of our secret military information has been published in news media. He said a Yale survey of printed material was submitted to Central Intelligence Agency, which supplied the 95% figure after a careful analysis.

Republican legislators on Capitol Hill took the lead in pointing to the dictatorship implications in the order. They were joined by Sen. William Benton (D-Conn.), at one time Assistant Secretary of State and currently an advocate of a censorship procedure for broadcasting and telecasting.

Sen. John W. Bricker (R-Ohio) denounced the Presidential order Tuesday in connection with legislation designed to repeal the disputed mandate.

Sen. Bricker said President Truman's order was an attempt to impose "a disgusting Iron Curtain" around government agencies. His bill (S 2190) was co-sponsored by Sen. Homer Capehart (R-Ind.) and Sen. Homer Ferguson (R-Mich.). It was referred to the Executive Expenditures Committee. Similar bill (HR 5564) was introduced in the House by Rep. Gerald R. Ford Jr. (R-Mich.).

The President's order parallels steps taken in Russia, Argentina, India and Hitler Germany, Sen. Bricker said, describing it "unworthy of a President of the United States, whatever his motives may be. It is an insult to the Congress, to the world's best press and to a free people. It is subversive in every sense of the word.

Cites 'Suppression'

"The sweeping nature of this executive order suggests that Mr. Truman is more concerned with suppressing information relative to corruption, disloyalty and the general incompetence which is the trade mark of his administration."

Rep. Henry O. Talle (R-Iowa) told the House he deemed it significant that "the lid of secrecy is being clamped down even as Congressional committees are sifting charges of corruption in the Truman Administration." The order is "infamous," he said.

Sen. Benton, speaking in the Senate Wednesday, said a "peoples' advocate" should participate in the security machinery, "fighting as hard to release information as some officials have been known to fight to suppress it."

He said he had fought for this type of reform when he was Assistant Secretary of State. He recommended elimination of the "restricted" category applied to many government documents, terming it an "absurdity" that is often carelessly handled and invites "sloppy decisions in marginal cases."

The "peoples' advocate" technique would be applied by appointment of an additional civilian member of the National Security Council "whose function would be continuously to advance the presumption of the public right to information; to review the procedures regularly; to argue the case for disclosure, instance by instance on important matters; to force a clear statement of the reasons for secrecy; to review cases of withheld information regularly to determine whether the need for secrecy had passed and providing the right of appeal to the full Security Council in disputed cases."

The council member, he proposed, would be named vice chairman. "The American people today need such a top-ranking advocate of the people's right to know," he said. "He should have a counterpart in the various key government agencies. The right of the people to know what is going on in government is classic American doctrine."

"This doctrine," he added, "must be periodically restated and refurbished."

About 30 Republican Senators last week signed a GOP manifesto pledging to fight for freedom of speech and the press.

NARND Asks Repeal

The National Assn. of Radio News Directors, through President Ben Chatfield, WMAZ Macon, Ga., asked Congress for speedy approval of legislation repealing the President's security order. Mr. Chatfield wrote the President that radio news directors recognize the need for military security but added that "no peace-loving American newsman will do anything to void that security."

Joseph Short, press-radio secretary to the President who issued the clarifying statement Thursday afternoon, said a training program is being worked out for government officials to aid them in interpreting security regulations.

About information from Congressmen and Senators? The President ducked that one by saying he couldn't answer such a question, but he kept pounding on the nation's peril and the need of keeping secrets from the enemy. He said Associated Press should not have published some of its material about the latest Russian atom bomb explosions, explaining his own announcement went as far as security permitted.

Summing it all up, the President said he is trying to keep us from being wiped out.

COMPLETING purchase of WOW-AM-TV Omaha are (l to r) E. T. Meredith Jr., vice president and general manager of Meredith Pub. Co., Des Moines; Francis P. Matthews, Ambassador to Ireland, and Fred Bohen, president, Meredith Pub. Co. Purchase was made by Meredith Engineering Co., a subsidiary of the publishing company [BROADCASTING • TELECASTING, **Oct. 1**]. **Mr. Meredith presented Mr. Matthews with a check for purchase price—$2,525,000.**

Joseph Short Statement

TEXT of statement issued Thursday by Joseph Short, press-radio secretary to President Truman, in effort to clear up some of confusion over censorship responsibilities of news media:

The President has directed me to clarify his views on security information as follows:

1. Every citizen—including officials and publishers—has a duty to protect our country.

2. Citizens who receive military information for publication from responsible officials qualified to judge the relationship of such information to the national security may rightfully assume that it is safe to publish the information.

3. Citizens who receive military information from sources not having the necessary responsibilities and qualifications to evaluate such information should, as loyal Americans, exercise the most careful judgment in determining the safety of publishing such information.

4. The recent Executive Order on classified information does not in any way alter the right of citizens to publish anything.

MEMBERS of Teamsters Joint Council, Chicago, is sponsoring entire Notre Dame Football schedule on WCFL, Chicago Federation of Labor station. Contract, first for station, also is precedent for council, a labor control body of some 50 locals.

Recruiting Ads

(Continued from page 25)

of the Defense Dept.'s plans for radio and TV programs. It was pointed out, again, that funds for fiscal 1951-1952 were not requested for programs since they were obligated last year. The Wyoming Democrat apparently was not apprised of this fact.

Aside from NARTB, other factions are watching conferees' action with more than passing interest. These include Grant Adv. the U. S. Chamber of Commerce and newspaper groups. Feeling in some quarters is that the O'Mahoney proposal opposes the very principle that advertising media have been used to "sell" the American public on various campaigns throughout history.

The case for radio was developed along these lines by military recruiting authorities: Programs and spots have brought in many recruits. Voluntary recruiting is over the long run, economical because volunteers serve longer than draftees. Hence, radio advertising is relatively inexpensive.

Additionally, a Defense Dept. survey showed that volunteers became interested after hearing radio announcements and that listeners wrote to recruiting stations after hearing them [BROADCASTING • TELECASTING, Aug. 6].

If the bill is permitted to pass unmolested in its present form, newspapers would stand to gain $525,000 or 25% of the recruiting budget and magazines $420,000 or 20%.

The current controversy was reported to stem from *The Shadow*, an MBS program formerly sponsored by the Dept. of Defense. The mystery series drew the attention of Sen. George D. Aiken (R-Vt.), a former avid listener who protested he would like *The Shadow* better if it were not paid for by the taxpayer. Sen. O'Mahoney then promised to look into this and other programs.

RTDG, ABC PACT

Salaries Boosted

SUBSTANTIAL increases were won by 14 ABC Hollywood radio directors in a new contract signed with Radio and Television Directors Guild. The two-year contract, retroactive to Jan. 16, awaits Wage Stabilization Board approval.

Terms call for increase in basic weekly salary from $81.25 to $11[illegible] for first year directors; $97.50 to $120 for after the first year. The network employs no staff associate directors now but salaries for associate directors were increased from $70.42 to $90 for the first year; $78.54 to $100 afterward.

Ratio also was set in the contract calling for one associate director for every three directors.

Contract also established a commercial fee schedule for network shows. According to schedule, minimum fee for a half-hour transcontinental network show is $11[illegible]

Autumn Magic!

for listenership...

...for sales!

WJR

the
GREAT VOICE
of the
GREAT LAKES

There is something about a University of Michigan or Detroit Lions football game that causes radios to snap on all over the Michigan-Great Lakes area. This year, as in the past, these millions of listeners will have their dials set to WJR. This means that advertisers—already accustomed to WJR'S audience leadership—will attract a vast new audience, and get the attentive ears of thousands of new sales prospects.

Yes, WJR gets more listeners—day after day, month after month—than any other station in its market. And WJR holds these listeners by smart showmanship and programming. Get the largest possible audience for your sales messages. Buy WJR, the Great Voice of the Great Lakes.

Remember . . . first they listen . . . then they buy!

Represented Nationally by Edward Petry & Company

WJR—now celebrating 25 years of service to home and nation

It pays to buy the giant e

n*economy* size!

And in the Chicago market the giant economy size is WBBM. For WBBM consistently delivers more listeners at less cost† for more leading advertisers* than any other Chicago radio station ... more customers at less cost than any other Chicago station or major advertising medium.*

WBBM☆

*WBBM's average weekly rating and share of audience more than equal those of Chicago's second and third radio stations combined (Pulse: Jan.-June 1951).

†958 listeners-per-dollar for the average daytime quarter-hour Monday-through-Friday strip: more customers at less cost than any other Chicago radio station or major medium.

*WBBM has been Chicago's Most Sponsored Station for twenty-five consecutive years. All details on request.

☆Chicago's Showmanship Station — 50,000 watts 780 kc • CBS Owned Represented by CBS Radio Spot Sales

KPRO SUIT

Trial Date Expected

TRIAL date for the $500,000 triple damage suit of Broadcasting Corp. of America, operator of KPRO Riverside, against San Bernardino (Calif.) Broadcasting Corp. (former licensee of KITO) and others [BROADCASTING • TELECASTING, July 9, Aug. 20], is expected to be set in U. S. District Court at Los Angeles sometime next month. Violation of Sherman Anti-Trust Act is charged.

The plaintiff charges that the defendants during 1947 and 1948 continuously conspired to injure KPRO's business, and restrain its trade in interstate commerce by unfair competition and false representation in violation of the anti-trust laws. Suit further cites that KITO's former management induced ABC to switch affiliation from KPRO to KITO "by exhibiting certain fraudulent and false audience survey material."

This survey material, according to the suit, was used in raiding advertising accounts of KPRO and to divert prospective advertisers from that station.

KPRO allegedly suffered actual damages of $171,000, the suit charges, but triple that amount is asked for under Section 7 of the Sherman Act. Attorney fees, amounting to $51,300, also are requested.

Also named as defendants in suit are Carl E. Haymond of Tacoma, Wash., former operator of KITO and licensee of KMO Tacoma; his son, Carl Dexter Haymond; George Lindemann, former manager of KITO, and Robert S. Conlan & Assoc., Kansas City, radio audience survey organization.

PROOF that KWNO Winona, Minn., literally takes to the air to cover out-of-town baseball and football games is shown here by two members of the sports staff. Sportscaster Chuck Williams (l) hoists remote broadcast equipment to Announcer H. Rod Hurd prior to a 100-mile flight of its Ercoupe to Austin. Flying "dramatizes" KWNO play-by-play sports coverage, saves time and is a "most enjoyable means of hitting the road," Mr. Williams says.

McFARLAND BILL

Renewal Provisions Under Study

HOUSE Interstate & Foreign Commerce Committee, flirting with the application renewal provision of the Communications Act, wound up last Wednesday by calling FCC Chairman Wayne Coy, Comr. Paul A. Walker and Robert F. Jones for explanations.

Viewpoints were requested when the committee, in executive session on the so-called McFarland Bill (S 658) to reorganize FCC procedures, was faced with Sec. 6 of the bill and two amendments sponsored by committee members, BROADCASTING • TELECASTING learned.

The committee has been marking up the Senate-passed bill the past fortnight [BROADCASTING • TELECASTING, Oct. 1].

The bill provides that Commission action on renewals would bear on its finding whether the public interest would be served. The applicant for renewal, however, would no longer have to make the same presentation as required of original applicants.

The "amendments," so described by a committee source, were offered by Reps. Dwight L. Rogers (D-Fla.) and Robert Hale (R-Me.). Rep. Rogers' amendment would eliminate right of an applicant to compete for a particular facility held by a licensee at time of the licensee's application for renewal, provided the FCC finds the licensee is serving the public interest.

It was understood that Chairman Coy and Comr. Walker did not favor such an amendment but testified on details of the present procedure on renewals which requires the same presentation by applicants for renewals as original applicants.

Rep. Hale's amendment would eliminate renewal of license after a prescribed period of time, permitting the FCC to inquire and hold hearing on any broadcast license at any time. However, FCC would have to show cause why the public interest was not being served.

It was reported that Comr. Jones, who long has advocated such procedure, upheld the Hale position.

One of the conferees disclosed it was the consensus of committee members that there might be a few changes in the bill, but that it would be substantially the same measure when reported.

This authority also said he doubted seriously whether the bill would "get out of committee this year." However, it has been conceded that if the committee finishes its initial study of the legislation, the bill will have a good chance the second session of the 82d Congress.

CENTRAL OHIO FOLKS LIKE TO DRESS UP

WITH OVER $67 MILLION WORTH OF WEARING APPAREL ANNUALLY*

It's always an Easter Parade for Central Ohioans. They spend $67,303,000 annually on everything from shorts to shoes, hose to homburgs.
And the newest Hooperatings show WBNS with more of these Central Ohio listeners than any other station. In Columbus, WBNS has the highest percentage of listeners every night. Ask your John Blair man or write us for information. Dress up your sales charts, too, with WBNS.

*Source: '51-'52 SRDS Cons. Mkts.

CENTRAL OHIO'S ONLY CBS OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

NBC Revamps

(Continued from page 31)

tion time on week-day evenings for both Eastern and Central Time Zone stations be moved one-half hour ahead, to be from 7:30-10:30 p.m. instead of 8-11 p.m. EST. NBC proposes to start its option time a half hour earlier on week-day mornings, so that the network can utilize 9:30 a.m. to noon EST in both Eastern and Central Zones instead of the 10 a.m. to noon EST now required. An hour of option time also will be sought for Sunday morning. Jan. 1, 1952 is the goal for these changes.

Another half-hour also is proposed as network option time on week day mornings, by adding the 9:15-9:30 a.m. EST and 12:15-12:30 p.m. EST periods. A shift in afternoon option time will change the present 3-6 p.m. EST time reservation to 2-5 p.m. EST for both Eastern and Central Zones. Provided that afternoon commercial schedules can be shifted by then, the network hopes to effect these changes by Oct. 1, 1952.

Mountain Zone time option periods will remain unchanged.

New morning option time for Pacific Zone stations on weekdays would be 9:45 a.m. to noon and 12:15-1 p.m. PST. Weekday evening periods would be from 6:30-9:30 p.m. PST. The proposed changes are intended to make allowance for the mixed schedule of live and repeated network programs in conformity with local times of network commercial broadcasts.

Will Aid Clearance

"The completion of these plans regarding option time," Mr. Denny said, "will further strengthen the NBC network service by providing more adequate time for network sale and by facilitating clearances for NBC commercial programs. The Stations Planning and Advisory Committee has recognized the equity of the changes recommended, and it is now up to us to initiate the individual negotiations to carry the plan into effect," he added. "This we intend to do promptly."

Affiliates represented on the Basic Economic Committee are Jack Harris of KPRC Houston, chairman of SPAC and also chairman of the Economic Study Group; Harold Essex, WSJS Winston-Salem; Harry Bannister, WWJ Detroit, and C. Robert Thompson, WBEN Buffalo.

SPAC members, in addition to Mr. Harris and Mr. Thompson are B. T. Whitmire, WFBC Greenville, S. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Howard E. Pill, WFSA Montgomery, Ala.; Ralph Evans, WHO Des Moines and WOC Davenport; S. S. Fox, KDYL Salt Lake City.

NBC officials on the Basic Economic Committee are Mr. Denny; Carleton D. Smith, vice president in charge of station relations; Hugh M. Beville, director of plans and research; H. T. Sjugren, NBC Radio Netw.. controller; Norman Cash, director of radio station relations, and David Jams, assistant to the executive vice president.

WRAG ON AIR

New Ala. Outlet Starts

NEW station at Carrollton, Ala., is WRAG, 1 kw daytime on 590 kc. Owned by Roth E. Hook and William E. Farrar, theatre operators, the station is emphasizing news and music.

Charles W. Stratton, formerly of WHOP Hopkinsville, Ky., is general manager. Staff includes Peggy Jones, commercial manager; Herb Guthrie, chief engineer; Noel Pass, program director.

SIGNAL CONTROLS

House Approves Measure

MILITARY-BACKED signal control bill, which would implement the President's power to seize facilities under the Communications Act, won sweeping approval in the House last Thursday.

The proposal, as sent to the Senate, provides for more stringent penalties for broadcasters and device holders who violate Sec. 606 of the Act, and includes all navigational devices capable of serving as homing aids to enemy aircraft. As now spelled out, this would mean those which radiate in excess of five miles.

The approved bill (S 537) is identical to that reported last month by the House Interstate & Foreign Commerce Committee and forwarded to the Senate, which originally passed it. A conference committee will be set up to resolve differences between the upper and lower chamber versions.

Sets $20,000 Fine

As now constituted, the radiations control plan would set a maximum levy of $20,000 and 20 years imprisonment, or both, for parties convicted of adding the enemy if they do so "with intent to injure" the U. S. "Wilful failure" to act otherwise in pursuance of Presidential authority would carry a $1,000 fine and one year's sentence for individuals, and $5,000 for corporations. The $20,000 levy was advocated by the House group—the only prime difference in Senate and House thinking.

The sanctions would be specifically added as Subsection H of Sec. 606 of the Communications Act. Inclusion of non-broadcast devices also is made within the framework of Sec. 606.

When the bill arose in the House, the committee pointed out that German scientists now working for Soviet Russia are developing equipment "capable of utilizing electromagnetic radiations to be used in case of war with the United States."

WMAK

NASHVILLE • TENNESSEE

announces the appointment of

Radio Representatives, Inc.

NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO

as its national representatives

WMAK

Affiliated with the Mutual Broadcasting System

5000 watts

1300 K C

NASHVILLE • TENNESSEE

upcoming

NARTB DISTRICT MEETINGS

Dates	Dist.	Hotel	City
Oct.			
8-9	17	Davenport	Spokane
11-12	15	Clift	San Francisco
15-16	16	Beverly Hills Hotel	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh
15-16	1	Somerset	Boston

* * *

Oct. 7-9: Tenth District Meeting, Adv. Federation of America, Washington-Youree Hotel, Shreveport, La.

Oct. 12-13: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 18-19: North Carolina Assn. of Broadcasters, Fall Meeting, Battery Park Hotel, Asheville, N. C.

Oct. 18-20: AAAA Pacific Council Annual Meeting, Hotel del Coronado, Coronado, Calif.

Oct. 19: NARTB TV Members Meeting, Stevens Hotel, Chicago.

Oct. 19: Eighth Annual Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Oct. 19-20: Fifth District Meeting, Adv. Federation of America, Fort Hayes Hotel, Columbus, Ohio.

Oct. 22-24: National Electronics Conference and Exhibition, Edgewater Beach Hotel, Chicago.

Oct. 22-26: AIEE Fall General Meeting, Hotel Cleveland, Cleveland.

Oct. 22-24: Talent Committee of Salary Stabilization Board meets, 641 Washington St., New York.

Oct. 25-26: Ohio Assn. of Broadcasters, Cleveland.

Oct. 25-26: AAAA Central Council Annual Meeting, Blackstone Hotel, Chicago.

Oct. 28-Nov. 3: National Radio & Television Week.

Oct. 28-31: Life Insurance Adv. Assn., Annual Meeting, Williamsburg, Va.

Oct. 29-31: IRE-RTMA Annual Meeting. Papers on noise in TV receivers, suppression of local oscillator radiation and color TV. King Edward Hotel, Toronto.

Oct. 30-31: AAAA Eastern Council Annual Conference, Roosevelt Hotel, New York.

Nov. 2-3: Michigan Assn. of Broadcasters, Fort Shelby Hotel, Detroit.

Nov. 12-13: First District Meeting, Adv. Federation of America, Boston.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 13: AAAA Michigan Council Annual Meeting, Statler Hotel, Detroit.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

Nov. 28-Dec. 1: Fifth Annual NBC Radio and Television Affiliates Convention, Boca Raton (Fla.) Club and Hotel.

1952

Jan. 24-25: Advertising Assn. of the West, Midwinter Conference, Oakland, Calif.

Jan. 25-26: Assn. of Railroad Adv. Managers, St. Louis.

Feb. 9-29: International Radio and Electronics Exhibition, Bombay, India. (Further information obtainable from Consulate General of India, 3 E. 64th St., New York 21, N. Y.)

April 26-May 2, 1952: NARTB 30th Annual Convention, Stevens Hotel, Chicago.

June 8-11: Adv. Federation of America, 48th Annual Convention and Exhibit, Waldorf-Astoria Hotel, New York.

June 22-26: Advertising Assn. of the West, Annual Convention, Seattle.

TWO... are better than one!

KLIX is klickin' with... both ABC and MBS

Frank C. McIntyre, V. P. & Gen. Mgr. • Twin Falls, Idaho

QUAKER STATE

Radio Pays Tribute

NUMBER of shows on national radio networks will pay tribute to the state of Pennsylvania during "Pennsylvania Week" Oct. 15-21, the state's Secretary of Commerce, Andrew J. Sordoni, announced last week.

Sunday evening *Theatre Guild of the Air* (U. S. Steel) salutes the state Oct. 14 as a preliminary to the community festival which gets underway the following day. On Oct. 15, the *Railroad Hour* devotes its final announcement to Pennsylvania Week. That same evening, the *Telephone Hour* will acknowledge the week. On Oct. 20, the Armstrong Cork's dramatic show will feature announcements as will the Army Recruiting Service.

Still other commentary will be used on the Keystone State by Arthur Godfrey, Bill Slater on *Twenty Questions*, the Army Air Force Band, *Bands of America* and by daily news programs of Chevrolet Dealers.

Local stations will broadcast short announcements or station breaks on the theme of what the state has accomplished for the nation's welfare and defense, with longer programs dramatizing the state's history. Mentions on television also are slated.

Heading the statewide radio-TV committee is Victor C. Diehm, president, WAZL Hazleton. Regional chairmen include: Roy Morgan, WILK Wilkes-Barre; Charles C. Denny, WERC Erie; James Chambers, WHOL Allentown; John S. Booth, WCHA Chambersburg; Charles R. Petrie, WISL Shamokin; Roger Clipp, WFIL Philadelphia; George J. Podeyn, WHJB Greensburg; Thomas Metzger, WMRF Lewistown; Jim Murray, KQV Pittsburgh.

Forrest Thayer Jr.

FORREST THAYER Jr., 32, costume designer for television and stage, died last Monday in Southhampton (L. I.) hospital as a result of injuries suffered in an automobile accident Sunday. His home was in East Hampton, L. I. In addition to designing costumes for television—including NBC-TV's *Jack Carter Show*—Mr. Thayer assisted the producer in designing costumes for such stage successes as *Kiss Me Kate*, *Out of This World*, and *Music in the Air*. Surviving are Mr. Thayer's immediate family, his parents and a sister.

Hudson Names Biow

HUDSON PULP & Paper Corp., New York, names Biow Co., same city, as advertising agency. BROADCASTING • TELECASTING erroneously reported last week that Kenyon & Eckhardt had been named to handle the account.

ALL-EMPLOYE variety show, "This Is CBS," will be presented for company personnel Oct. 31 at CBS Studio 59, New York. Producers Patty Painter and Jay Johnson held auditions last week for singers, dancers, comedians, writers and specialty acts. Show will be presented for one performance only, neither broadcast nor telecast.

KBA MEETING

Betts Elected President

IF the nation's broadcasters don't take advantage of their right to editorialize, they eventually will lose that right.

That warning was sounded last week by Robert T. Mason, president-general manager of WMRN-AM-FM Marion, Ohio, and 7th District NARTB director.

Mr. Mason spoke before the Kentucky Broadcasters' Assn. convention, held in Somerset, Ky., last Thursday and Friday.

The convention elected new officers, including J. W. Betts, WFTM Maysville, as president, succeeding Charles Warren, WCMI Ashland.

In tones of urgency, Mr. Mason declared that, "Anything radio set out to do for the benefit of a community it can do, but too many of us don't do anything for the community.

"Not editorializing," he charged, "we're shirking responsibility to the community as well as ourselves. We've now got FCC telling us nearly everything we can do as well as can't do, because broadcasters haven't stood shoulder to shoulder and fought for freedom of expression. If we don't fight every step of the way, we'll finally lose what we've got left."

Other officers elected were Joe Eaton, WKLO Louisville, first vice president; Ken Given, WLBG Bowling Green, second vice president, and Hugh Potter, WOMI Owensboro, first KBA president in 1946, was re-elected secretary.

Concurrently, women broadcasters formed a Kentucky branch of American Women in Radio and Television. Elected were Mrs. Dorothy Wood, WFTM, president; Mrs. Cliffordine Potter, WOMI first vice president; Mrs. Arthur Eilerman, WZIP Covington, second vice president; Mrs. Betty Maxwell, WLAP Lexington, secretary; Miss Sue Fenimore, WLAP, publicity officer, and Miss Katherine Peden, WHOP Hopkinsville, treasurer. The women were invited hereafter to meet jointly with the KBA.

Named as KBA directors were Mike Layman, WSFC Somerset, and E. J. Paxton Jr., WKYB Paducah.

Rivers Names Venn

ROBERT G. VENN has been signed by ex-Gov. E. D. Rivers Sr., purchaser of WMIE Miami, to serve as manager of the station upon FCC approval of the transfer application [BROADCASTING • TELECASTING, Sept. 24, 10]. Mr. Venn had been manager of WMIE prior to announcement of the sale and served as broker in the $220,000 transaction. Currently managing WMIE for Arthur B. McBride and Daniel Sherby, present owners, is Jack Stewart, veteran radio executive. The WMIE transfer has been set for hearing.

WNAX—Top Radio Buy in BIG AGGIE LAND

CONSIDER THE COVERAGE

405,210 radio families in 267 BMB Counties . . .
. . . AND THEY LISTEN REGULARLY!

A Diary Study conducted by Audience Surveys, Inc., showed WNAX received top rating in 439 (88%) of the 500 quarter-hours studied.

This was a 10 to 1 advantage over the second station. Of the 52 stations receiving mention in the Diary Study, listeners liked WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours. LOYAL AUDIENCE? WNAX HAS IT!

CONSIDER THE COST:

A one-time, one minute Class "A" announcement . . . . $30.00.
No other radio station . . . OR COMBINATION OF STATIONS . . . in Big Aggie Land can deliver 13,507 radio families for $1.00—(.075¢ per 1000).

DOES WNAX's AUDIENCE HAVE THE MONEY TO BUY?
Big Aggie Land's buying income in 1950 was $3,609,826,000.00.

When you buy to sell in Big Aggie Land, remember this: One powerful, dominant radio station, WNAX, assures complete market coverage of the world's richest agricultural area. WNAX alone delivers this Major Market in ONE BIG LOW-COST PACKAGE. See your Katz Man today.

THE MIDWEST ADDRESS OF CBS

RADIO IS UNIQUE

Stolzoff Tells AFA

SPIKING any concepts that television is just another form of radio and will invitably replace it, Jerry Stolzoff, of the account management staff of Foote, Cone & Belding, Chicago, called upon members of the Adv. Federation of America to supplant "quick-quick guesses, unproved statements and emotional reactions" with measurements of when and how to use radio based on "facts and sound thinking."

Speaking Saturday at the Federation's second district meeting in Wilkes-Barre, Pa., he termed radio and TV "quite different breeds of animals, with each doing its own kind of job." Despite the impact-from-television, radio offers low cost-per thousand—"I, for one, can see no evidence that radio ever will be replaced by television," he said.

Mr. Stolzoff numbers as major factors in radio's continued strength:

- Radio today is being used by more advertisers who are investing more money than ever before in the history of radio.
- Radio's big power is the power of repetition made possible by the fact that radio delivers more listeners per advertising message than any other leading advertising medium.
- Radio, like all advertising media, works best when used right.

Charging that some discussions of broadcast media are based "on speculation, incomplete figures and personal emotion thinking," Mr. Stolzoff said "advertising has grown too big and is growing too fast for any of us to be able to afford to make major decisions on either careless thinking or sheer speculations."

He doubted "we can go along with those who say that radio is the thing that used to be great," and cautioned advertising men to "look a little closer" at radio and TV.

Acknowledging that "TV has had a marked effect on radio," he said the reasons were: (1) "radio listening is lower at night in cities that have any appreciable number of television receivers" and (2) "some of the big, sweeping statements we have heard about what's happening to radio has put some members of the radio industry on the defensive and some advertisers on the fence."

Pointing out that 1951 was TV's "most dramatic year" he said also that radio the same year grossed "more than at anytime in its history." There is "strong dollar evidence," he added, "that 1951 is going to break that record all over again."

One major factor in radio's potency is that television reaches about three in every 10 U. S. homes, in 63 out of some 180 major trading areas, while radio hits 19 out of every 20 homes and 95% of all homes nationally. Not "belittling TV," he termed it a "powerful advertising medium which has become a basic one in only five years."

A second factor in radio's power is that "a lot of advertisers and agency people have *not* accepted the theory that television is a new form of radio." Television, in his opinion, "is now more radio with sight and motion than is an animated billboard in the home, or a newspaper ad that comes to life and changes scenes."

A comparision of radio and TV should be made on the basis of where the two fit into the overall advertising picture, Mr. Stolzoff said. Claiming there is "no such thing as a best advertising medium," he explained there is only "a best advertising plan" for a particular product and a specific market.

'Powerful Impact'

"Television is a powerful impact medium, and its big value is its power per advertising message when properly used. Generally speaking, however, it is not used for constant day-after-day repetition," he said.

Not many advertising media can claim, as can radio, that "you can reach more people for fewer dollars on a daytime show today than you have ever been able to at any time in the history of the industry," Mr. Stolzoff said.

Reiterating that radio works best when used correctly, he suggested these points for successful, selling commercials.

- What's the big idea—an effective commercial should make an exciting promise.
- Say it, don't write it—use spoken, not written language.
- Don't say everything, just the most important things—when you've picked out the big idea in the story you want to tell, stick with it.
- Be like the Negro preacher—he tells them what he's going to tell them—then he tells them—then, he tells them what he told them.
- Don't buy one spot a week—radio's power is the power of repeatedly exposing your prospects to your story.
- Don't be a campaign switcher.

Alampi Scores Thrice

THREE AWARDS—one for each of his ABC programs—were won by Phil Alampi, WJZ New York farm news editor, at the New Jersey State Fair. The *Phil Alampi Farm News* program on WJZ received its fifth consecutive award as the best farm news program. *The Home Gardener Show* on WJZ received a similar award for the third straight time, and *The Home Gardener with Phil and Ruth Alampi* on WJZ-TV won for the second consecutive time.

IN THE RICH FLINT MARKET!

WFDF LITERALLY

dominates a great industrial area now enjoying the most prosperous period in its history.

THE AVERAGE FLINT family earns a yearly income of $6134 (higher than Detroit, Chicago, New York) —$1613 above the national average!

FURTHERMORE, MORE THAN $238-000,000, will be spent in Flint this year for retailed products—dollars you can share in!

BEST OF ALL, FLINT prosperity will continue! . . . thanks to the great General Motors, and to their tremendous defense contracts.

Over 600 local advertisers—countless national advertisers—sell . . . and sell . . . and sell over Flint's FIRST STATION. So can you!

SEE YOUR LATEST HOOPER!

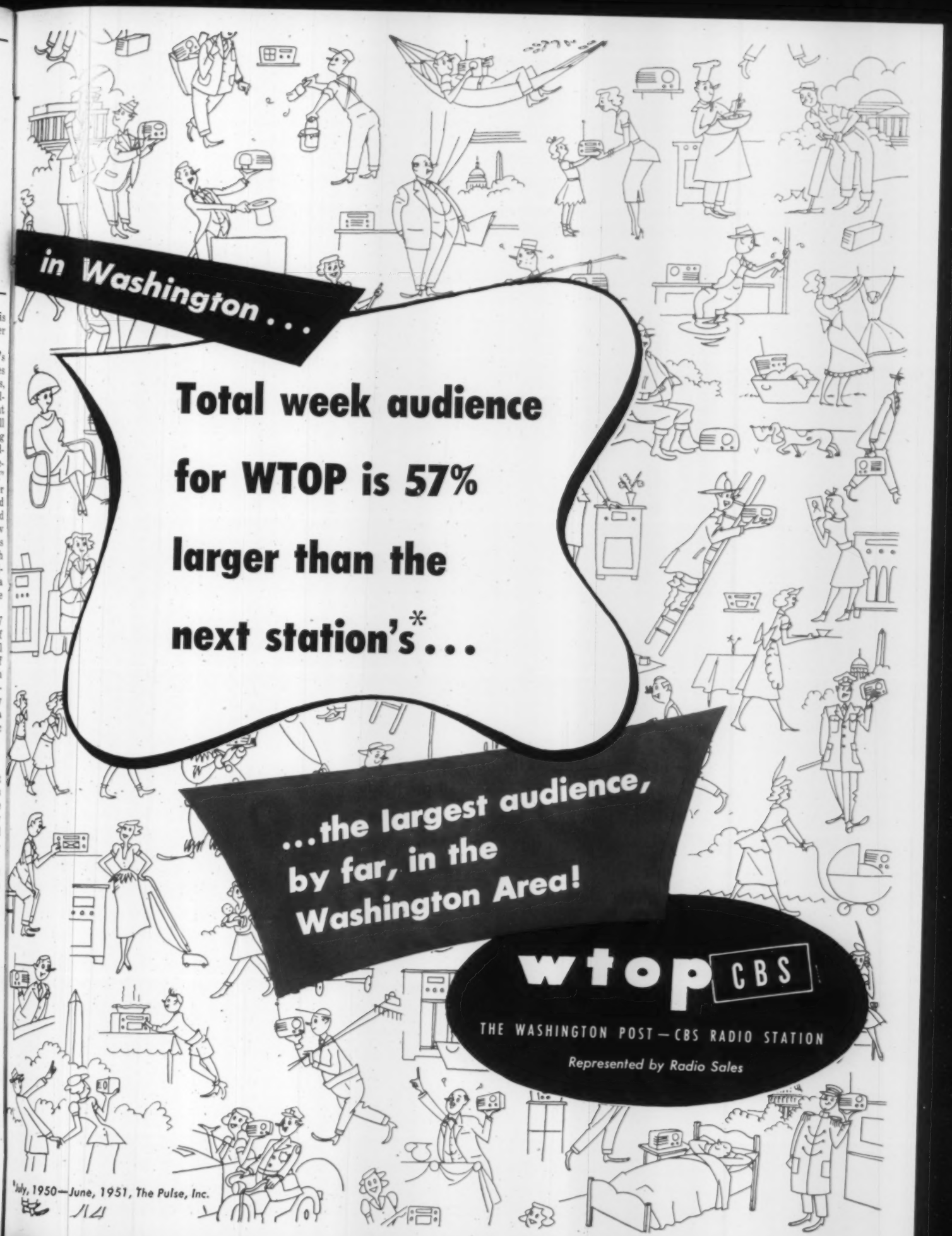
910 Kilocycles

FLINT WFDF MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM & WFBM-TV Indianapolis—WEOA Evansville


in Washington . . .
Total week audience for WTOP is 57% larger than the next station's* . . .
. . . the largest audience, by far, in the Washington Area!
wtop CBS
THE WASHINGTON POST — CBS RADIO STATION
Represented by Radio Sales
*July, 1950—June, 1951, The Pulse, Inc.

Don Lee audiences have grown

Daytime audience 16.3% bigger
Evening audience 22.3% bigger

(according to Nielsen, Ist half of 1951 vs. Ist half of 1949, full network average audience)

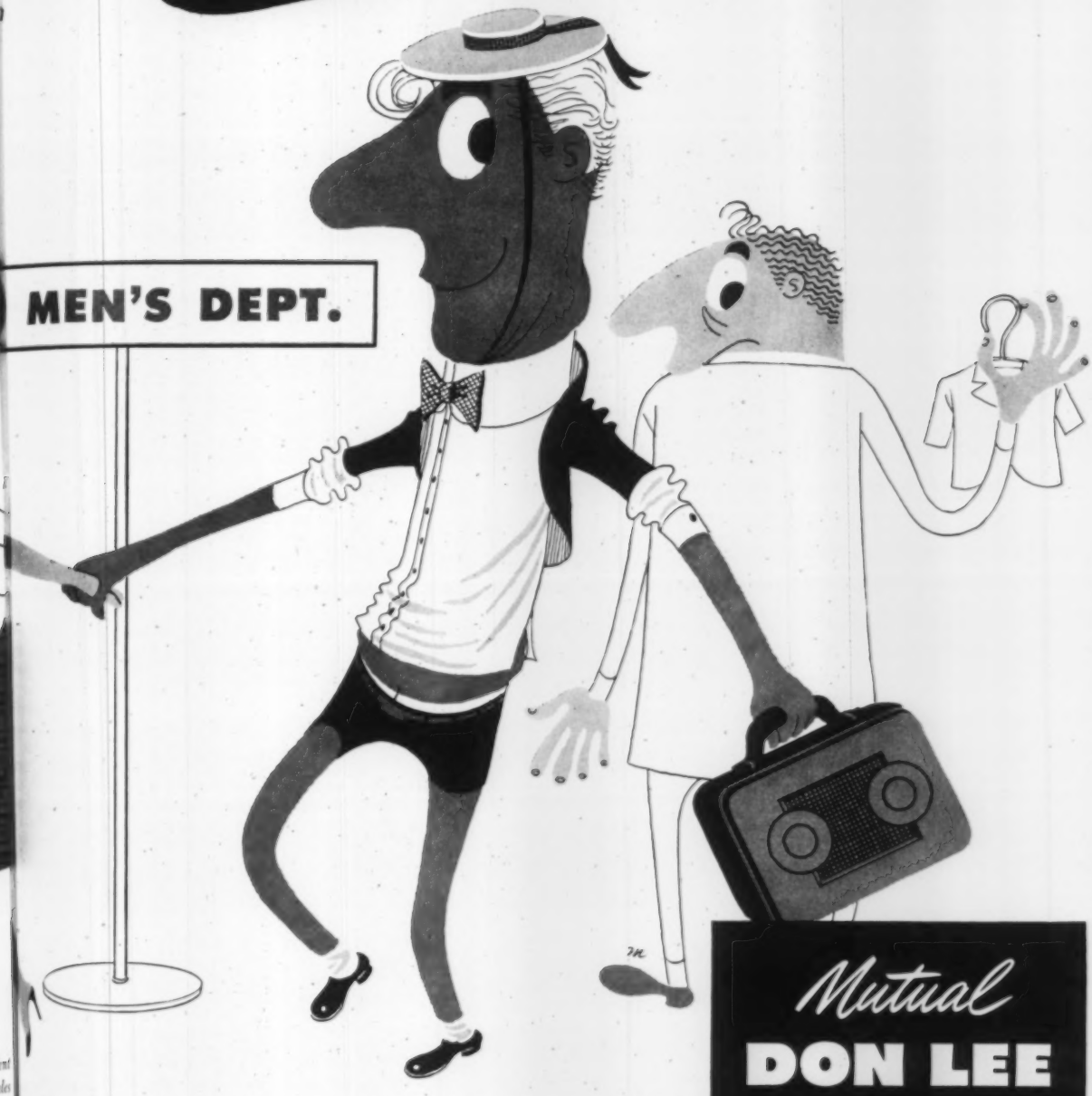
Don Lee can deliver your sales message consistently to more people through their own, major, local selling medium at a lower cost per sales impression than *any other* advertising medium.

That's a *big* statement, but it's true because Don Lee is a *big* network. Don Lee broadcasts *locally* from 45 network stations in 45 important Pacific Coast markets with all the local selling influence and prestige that you need to do the best job of selling *within* each local market... where your sales are actually made.

As a matter of fact, Don Lee is the only selling medium actually designed to sell consistently to all the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers *more* and *better* and the advertisers who sell the Pacific Coast know it.

WILLET H. BROWN, *President* • WARD D. INGRIM, *Executive Vice-President*
NORMAN BOGGS, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA
Represented Nationally by JOHN BLAIR & COMPANY

much bigger on the Pacific Coast



The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

'VOICE' SIGNAL

Will Get New Boost

A PROJECT calling for construction of 10 high-power curtain antennas to provide the world's greatest radio signal was revealed as well underway last week by a State Dept. broadcasting official.

The antennas, being built at an estimated cost of $41,188,000, are designed to meet Soviet jamming tactics and enable the Voice of America to reach additional millions of listeners. Voice transmission power is expected to increase 14-fold, according to George Herrick, facilities chief, International Broadcasting Division.

The new antennas "will bring our voice up to the strength of Radio Moscow in a considerable area of the Curtain states and will add millions of listeners to the Voice," Mr. Herrick stated. Eventual object is "to make the sound of the Voice of America the loudest signal on the world dial," he added.

Antennas are being constructed at Wayne and Bound Brook, N. J.; Delano and Dixon, Calif.; Bethany, Ohio, and Brentwood, N. Y. Powerful new radio stations also are earmarked for Seattle and North Carolina. They will be used to transmit signals directly to the USSR and its satellite nations [BROADCASTING • TELECASTING, Sept. 24]. Target date for completion of all construction is year's end.

Sum for the new powerful curtain antennas was appropriated by Congress two years ago and work commenced at once. Towers supporting the antenna will be around 290 feet and will be spaced about 800 feet apart, according to Mr. Herrick.

The facilities chief acknowledged that Russian jamming has posed a "stiff problem for our transmitters, but we know we are getting through to a considerable degree." Addition of the antennas will put the U. S. on a "competitive basis" with the Soviet Union. Furthermore, it will give listeners an opportunity to choose between the Voice and the Russian radio.

Mr. Herrick's views were expressed in a byline article written by M. Jay Racusin for the New York *Herald-Tribune* last Tuesday.

Electronics Orders

SUM of $6.1 billion was spent by the Defense Dept. during July and August for procurement of electronics and other "hard goods" items. Obligations cover orders placed during that period and include firm contracts and accepted bids with private industry. Total of $145 million of the $6.1 billion is procurement under the Mutual Defense Assistance Program. Sum of $35.6 billion has been obligated for electronics and other goods in the 14-month period from the advent of the Korean war to Sept. 1, 1951.

GOV. Luther Youngdahl (r), admire[s] album containing recordings of h[is] governor's farewell address Sept. 2[6] to Minnesotans, from Gene Wilke[s] general manager of WCCO Minne[a]polis-St. Paul. Governor has be[en] appointed by the President to a judg[e]ship in Washington, D. C.

APS MEETINGS

Held Aid to Sal[es]

MARKING completion of t[he] eighth of its continuing series [of] transcribed sales meetings, A[s]sociated Program Service, N[ew] York, stated it had received r[e]ports from APS subscribe[rs] throughout the country commen[d]ing the "meetings" for boosti[ng] station sales and improving sale[s]men's enthusiasm.

The transcribed meetings, fe[a]turing APS vice president and ge[n]eral manager, Maurice B. Mitche[ll] in a 30-minute talk on specif[ic] phases of radio selling, are se[nt] monthly to APS transcriptio[n] library subscribers. With the dis[c] go special instruction manua[l] dealing with the background [of] the problem to be discussed a[nd] suggesting material to be compile[d] before the station salesmen a[re] assembled to hear the discs a[nd] discuss local applications.

APS spokesmen said repor[ts] from broadcasters since the servi[ce] was inaugurated last Februa[ry] indicate many sales experts fe[el] that, aside from the primary va[lue] of the meetings, the transcription[s] themselves are valuable as a libra[ry] that can be used to indoctrina[te] new men in the sales field.

The project thus far has cover[ed] these subjects: "Some Fundame[n]tals for Radio Salesmen"; "Cop[y] Minded Selling"; "The Departme[nt] Store and Radio Advertising"; "T[he] Cold Call"; "The Lost Sale"; "Ne[w] Week's Cancellations"; "Mercha[n]dising Radio Advertising," a[nd] "Radio vs. Newspaper (No. 1[)]

Mr. Mitchell said, "We think [it] is a good example of how this i[n]dustry can help itself do a bett[er] and more profitable job."

Keystone Office

KEYSTONE Broadcasting Syste[m] has moved its Chicago headqua[r]ters to larger offices at 111 W[est] Washington St., the Chicago Tit[le] and Trust Bldg. New telepho[ne] number is STate 2-6303.

ASBURY PARK PRESS

PRESS PLAZA ASBURY PARK, N. J.

TELEPHONE ASBURY PARK 2-3000

ESTABLISHED 1879

ASBURY PARK EVENING PRESS
ASBURY PARK SUNDAY PRESS
STATION WJLK

WAYNE D. McMURRAY
PRESIDENT
M. B. KINMONTH
VICE PRESIDENT
ERNEST W. LASS
SECRETARY-TREASURER

October 1, 1951

To A Free Press and A Free Radio:

The precedent making decision of Superior Court Judge C. Thomas Schettino of New Jersey upholding the contention of Station W J L K that it had a constitutional right to broadcast a public council meeting in Asbury Park, New Jersey (Asbury Park Press, Inc., v. the City of Asbury Park), has attracted the interest and support of the radio industry.

W J L K applauds this decision, since it gives judicial approval to its belief that radio should enjoy parity with other means of news dissemination.

W J L K has consistently emphasized news in its program structure. It has devoted many choice broadcast hours to local events reported thru the news facilities of the Asbury Park Press. It has done this in accordance with the policies of the Asbury Park Press, and in the belief that the public interest is best served when radio is employed as an instrument of information.

To do otherwise would be at variance with the policies enunciated by the late J. Lyle Kinmonth, for more than 50 years Editor and Publisher of the Asbury Park Press, whose initials comprise the call letters of W J L K.

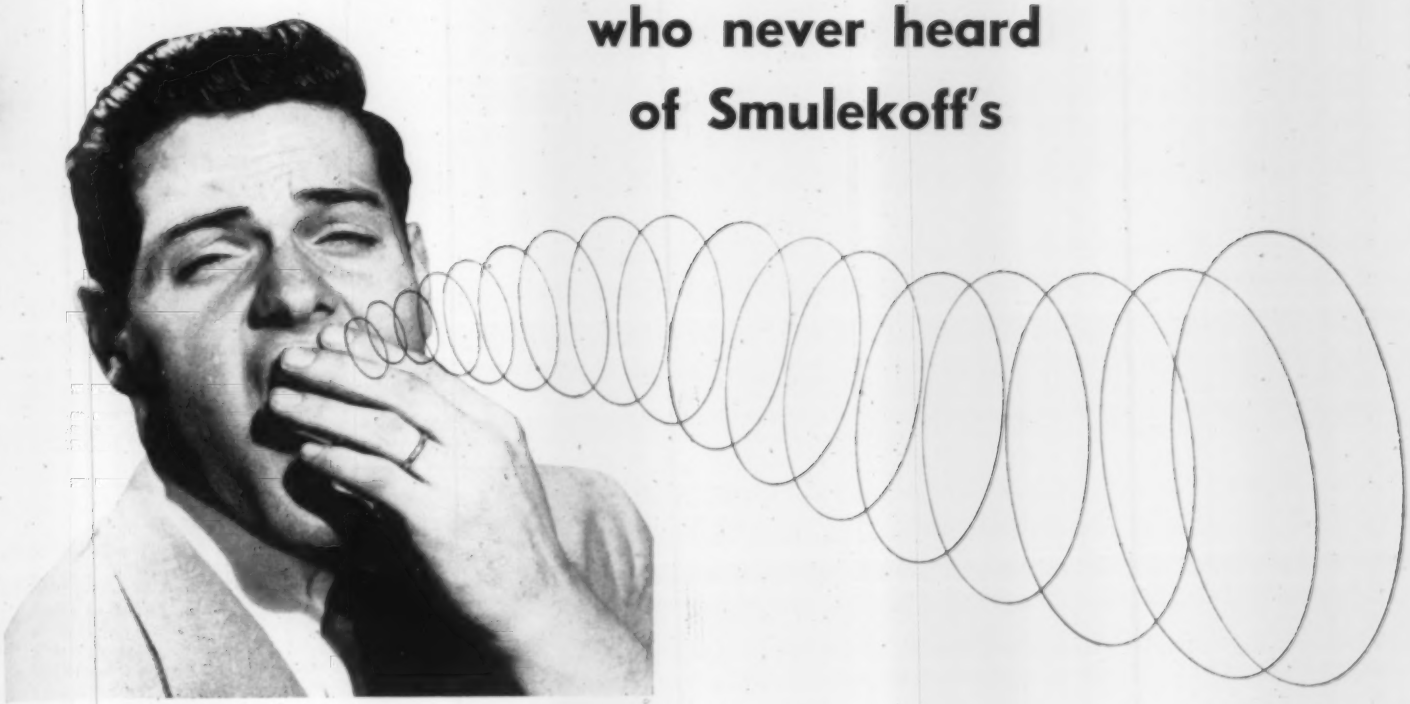
Many in the radio and allied industries have sent words of endorsement of our action. We take this means of acknowledging this support of our conviction that free access to the news, whether disseminated thru the printed word or over the air, is a right guaranteed by the Constitution to the people of the United States.

STATION W J L K

"The Radio Voice of the Asbury Park Press"

MEMBER OF THE ASSOCIATED PRESS THE AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION AND THE AUDIT BUREAU OF CIRCULATIONS

To a time buyer who never heard of Smulekoff's



AN ICELANDIC COUPLE vacationing hereabouts heard a WMT commercial on the 10 p.m. news and bought two complete living room suites from the sponsor next day. Shipping tags on the crates set a new high in tongue-twisters: from Smulekoff's to Reykjavik.

A GI in the Pacific caught a vagrant airwave and ordered a cedar chest shipped to his girl in Louisiana. His letter was addressed to *the Lane cedar chest store that advertises on WMT in Cedar Rapids.* The order was duly executed.

Smulekoff's is a furniture store in Cedar Rapids whose management first saw the light in 1940, after a schedule of spots on our favorite station brought customers traipsing in from the hinterland. Two years later Smulekoff's moved into a six-story skyscraper (Iowa skies scrape easy) and twisted our arm for regular sponsorship of the 10 o'clock news, with 20 supplementary spots a week. The results were, to use the locution of an advertiser concerned about the effect of too much enthusiasm upon rates, only gratifying. Annual volume is now almost eight times that of 1940. (Reserved note: Good management had a lot to do with. Increased purchasing power figured. Higher price-levels contribute. We don't claim all the kudos.)

But Smulekoff's "frankly gives WMT full credit for the extended trade territory which results in a high percentage of our total volume and for the dominating influence on our immediate trade area."

This recital is not offered to promote, necessarily, the Reykjavik market or the possibilities of skip signals. Iowa needs no embellishment, and we suggest that you consider (1) it's $4 billion annual cash income and (2) the effective manner in which WMT taps it.

WMT
CEDAR RAPIDS

5000 WATTS
600 KC

REPRESENTED NATIONALLY
BY THE KATZ AGENCY

BASIC CBS RADIO NETWORK

Brooms Sweep Clean

CLIMBING incidence of polio in Colorado and absence of iron lung facilities in Weld County started KFKA Greeley, Col., and the Greeley Lions Club on a one-day "broom selling" campaign. They ordered 1,500 brooms from a factory operated by blind in Denver. KFKA announced on the air that every broom bought for $2 entitled listener to have a member of the Lions Club deliver the broom and sweep the purchaser's walk free. By the evening, all brooms were gone and orders were taken on an additional 500. Sales assured an iron lung for the community's new hospital under construction.

FORT INDUSTRY

Haid, Jackson, Kerns Shifted

Mr. Jackson | Mr. Kerns | Mr. Haid

ALLEN L. HAID has become vice president and managing director of WSPD and WSPD-TV Toledo, J. Robert Kerns, vice president and managing director of WSAI Cincinnati and Glenn Jackson managing director of WMMN Fairmont, W. Va.

The shifts in executive personnel for the Fort Industry Co. were brought about by the recent death of E. Y. Flanigan, formerly vice president and managing director of WSPD and WSPD-TV Toledo.

Mr. Kerns was formerly vice president and managing director of WMMN. Prior to going to Fairmont, he was vice president and managing director of WLOK Lima, Ohio, until that station was sold to Lloyd Pixley.

Glenn Jackson, 37, has been program director of WSPD and WSPD-TV Toledo for the last eight years. He started his radio career as an announcer at WHIO in Dayton, Ohio, and is a native of Bridgeport, Ohio. He is a graduate of Marietta College and joined the Fort Industry Co. at WSPD as an announcer in July, 1940. During the war he served three years in the Navy.

Mr. Haid has been vice president and managing director of WSAI Cincinnati. In his new position he will have charge of all of the operations of WSPD and WSPD-TV. Mr. Haid, 44, formerly managed WHIZ Zanesville, when that station was owned by The Fort Industry Co., and for the last five years has been managing director of WMMN. He is a veteran of 26 years in radio.

Under the recently announced reorganization of the Fort Industry Co. into three districts, Mr. Haid and Mr. Kerns will report to Richard E. Jones, vice president of the Northern District, while Mr. Jackson will report to William E. Rine, vice president of Fort Industry's Central District.

We received more returns from our advertising on WGN than we expected to get from the whole country

A current advertiser on WGN told us this. It's another example of what advertisers on WGN have come to expect... top results for their advertising dollar.

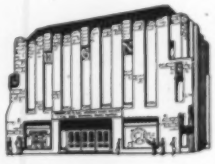
WGN Reaches More Homes Per Week Than Any Other Chicago Station

A Clear Channel Station... Serving the Middle West

MBS.

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta—223 Peach Street
Chicago — 307 N. Michigan Avenue • San Francisco — 400 Montgomery Street

HARTLINE FIRM

To License Merchandise

OPENING of offices to merchandise products bearing the name of Mary Hartline, ABC-TV and radio star, has been announced by Mary Hartline Enterprises, with headquarters at 39 S. LaSalle St., Chicago.

Manufacturers of toys, children's wear and food products have signed licenses enabling them to place named goods on retail counters for the Christmas season, according to the new firm. Henry G. Saperstein is in charge of the licensing operation. Miss Hartline appears on ABC-TV's *Super Circus* each Sunday and has been in radio for six years.

CANCER FUND

WARA Has 17-Hour Drive

WARA Attleboro, Mass., devoted an entire broadcast day fortnight ago to raising money for a children's cancer research center being built in Boston. During the 17 hours WARA was on the air, nearly $1,800 was raised.

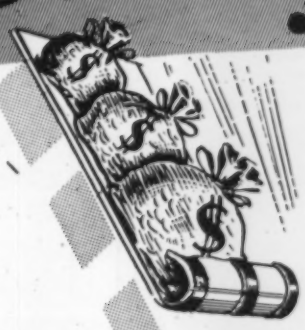
Keith S. Field, station manager, stated every member of the WARA staff gave up his day off to help make the effort a success. WARA boosted public cooperation for the special broadcast through advance promotion.

Radio Results are Up!

WREC Keeps Step with the forward march of Radio Advertising Values...

- **WREC** From latest available (1949) BMB measurements, WREC covered 448,890 radio homes, the highest in its history to that date.
- **WREC** Hooper ratings average higher than any other Memphis Station.
- **WREC** rate in cost per thousand listeners has gone down 10.1% compared with 1946.

Radio Costs are Down!



WREC
IS FIRST IN COVERAGE

in the rich 76 county Memphis market, largest market area in the South, with a two billion dollar buying potential. The Memphis market rates 13th in the nation's wholesale volume of trade.

USE WREC
Memphis No 1 Station

Affiliated with CBS, 600 Kc. 5,000 Watts

Represented by The Katz Agency, Inc.

America's TOP Independent T

for instance **WPIX**

WPIX is reaching more millions from its new station atop the Empire State Building in New York City.

Already recognized as a leader in sports programs and news remotes in the New York Metropolitan area, WPIX is now delivering a new, improved visual and aural service to the largest TV audience in the world—*from the tallest television tower in the world!*

"Individual" planning by one of television's top engineering staffs demonstrates a new technique in TV operation—used for the first time by any station.

New transmitter room on the 81st floor of the Empire State Building. Everything is RCA.

TV Stations are RCA-Equipped...

...with two complete transmitter rooms and two independent antennas

WPIX backs its operations with two completely independent transmitter-and-antenna systems on two different sites.

Regular "on-air" service is handled by the Empire State plant. Emergency "on-air" service is handled from the original installation in the building of the New York Daily News.

WPIX uses RCA equipment throughout both stations. For example, two independent transmitter rooms—with all associated equipment. Two independent antenna systems. Field equipment—including micro-wave relays. Remote video relay switching. Studio control-room equipment. Control consoles, amplifiers, sync generators, power supplies.

When you plan your TV station, or add facilities to your present operation, talk it over with your RCA Broadcast Specialist. He can tell you exactly what you need to do the job at minimum cost.

6-bay RCA Superturnstile antenna on the New York Daily News Building—a completely independent standby radiating system for emergency operation.

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

Standby station of WPIX, complete with RCA 5-kw TV transmitter, control console, antenna diplexer, vestigial sideband filter, dummy load.

'RADIO DOLLARS'

Strouse Announces Premium Plan

THREE-WAY merchandising-premium plan involving radio stations, local advertisers and listeners was announced last week by Ben Strouse, general manager of WWDC Washington. [CLOSED CIRCUIT, Oct. 1].

Local franchises are being issued by Radio Dollars Inc., one to a community. The participating station in turn franchises its own advertisers, each of which agrees to buy a minimum amount of time on the station. Radio Dollars Inc. supplies participating advertisers with Radio Dollar coupons, Radio Dollar catalogues and Radio Dollar emblems.

Coupons are redeemed by Radio Dollars Inc. for more than 100 nationally advertised items, including gas ranges, freezers, refrigerators, smaller appliances, aluminum, chinaware, hosiery and other items. Radio Dollars Inc. forwards selected items to customers in return for the required number of Radio Dollars coupons.

The coupons are in denominations ranging from a half-dollar to $10. The merchant gives these Radio Dollars to customers in the same proportion as the customers purchases—a $1 coupon for a $1 purchase, for example.

Franchised stations publicize items offered as premiums and names of local participating advertisers. Merchants identify themselves on the air as "Your Radio Dollar Store."

An additional "bonus" is offered stations under a plan by which regional manufacturers have coupons placed in their products, the manufacturer buying the minimum time specified by the particular station.

Offices of Radio Dollars are located at 1627 K St. N.W., Washington, D. C., and 125 E. Baltimore St., Baltimore, Md. The entire plan is copyrighted.

Company officers, besides Mr. Strouse, are Howard Rudolph, WITH Baltimore, vice president; Alton Whitehouse, formerly of WCUM Cumberland, Md., and Azrael Adv. Agency, Baltimore, secretary-sales manager; Harry H. Hatton, treasurer, and Aaron Helman, assistant secretary-treasurer, both of Home Utilities Co., Baltimore-Washington industrial merchandising firm.

'Aggressive' Merchandising

"It's aggressive radio merchandising at its best," Mr. Strouse said, "borrowing a page from the premium merchandising of Raleigh cigarettes, Octagon and other national advertisers."

Among first franchise recipients are WWDC Washington; WARL Arlington, Va.; WITH Baltimore, and WLEE Richmond, Va.

SOS Thanks

STANDBY service supplied by the RCA Tube Dept. during the Kansas and Missouri floods has not gone unrecognized. Nine tube and electronic parts distributors in those areas placed themselves on record as commending RCA for its SOS service. Department rushed shipments of tubes and other parts to emergency areas for use by police, fire and other groups. The RCA unit telegraphed distributors when it received first flood bulletins and offered its services and facilities through "top priority" channels.

SONG CONTEST

Station Entries Sought

AMERICAN radio and television stations have been asked to join the Crusade for Freedom by broadcasting a new version of the ballad, "Casey Jones," which has been equipped with lyrics about the Czech runaway train.

Best recording of the democracy-minded song will be chosen by Crusade officials—including Gen. Lucius Clay, Harold Stassen, and C. D. Jackson, head of Radio Free Europe—to be used for re-broadcast in Europe. After transmitting the American version of "Casey Jones" to Czechs and Poles behind the Iron Curtain, RFE's Munich station will repeat the song, translated into local idiom, as part of its truth campaign against communism. Stations are asked to send either tape or acetate recordings of their versions of "Casey Jones" to Alton Kastner, radio-television director, Crusade for Freedom, 308 Empire State Bldg., New York, by Oct. 31.

Blood Drive

INFORMED of urgency of Armed Forces blood donor program, networks are planning long-range support, including special shows and stunts, to extend through next spring, Advertising Council announced. Both radio and television will carry regularly scheduled messages on blood needs starting in October. Campaign is conducted through Advertising Council with Dept. of Defense and Red Cross.

COLGATE-PALMOLIVE-PEET Toronto, announces prizes and plaques for Canadian stations and personnel based on promotion of autumn consumer contest. Consumer prizes total $20,000. Stations and personnel can win prizes of $100, $50, $20 and three prizes of $10 each plus annual Colgate plaque for first prize.

New Yorkers get their weather forecast

STRAIGHT FROM A STAR!

Any evening a New Yorker wonders about tomorrow's weather, he need only gaze upon a star above Broadway. It's the new Mutual Life Weather Star atop our building at 55th Street. Here, one-tenth of a mile up, the star flashes the official Weather Bureau forecast by means of a simple color code.

On the tower supporting the star, bands of light run up when the temperature is expected to rise—down when it's expected to fall. Stationary lights indicate no temperature change. As an added public service, a jump clock at the base of the tower tells the time in figures 7½ feet high.

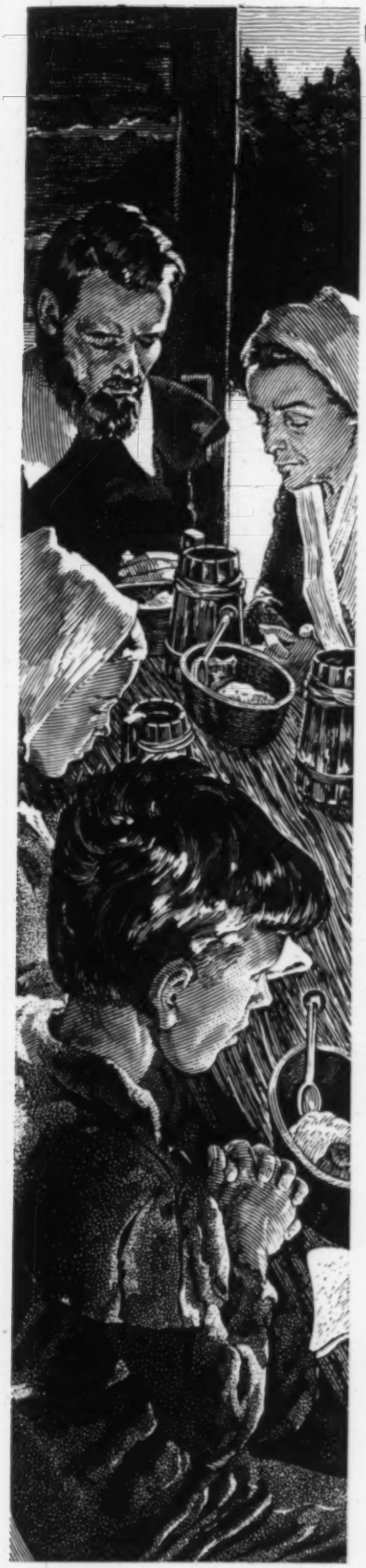
The Mutual Life Weather Star is not only a colorful addition to the city's skyline, but also a symbol of the neighborly service to which our Company is dedicated. To help amateur weather prophets in other parts of the country, we offer a colorfully illustrated booklet entitled, "How to Forecast the Weather." We'd be glad to send you a free copy.

Signals of
THE MUTUAL LIFE WEATHER STAR
Green Star—Fair
Orange Star—Cloudy
Flashing Orange—Rain
Flashing White—Snow

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

Insured Income

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N. Y.



Thanksgiving

The Pilgrims of 1621 ... *they had so little*
Yet they found it in their hearts
To give Thanks for what they had.

We Americans of 1951 ... *we have so much*
We, too give Thanks for what *we* have.

* * *

We have Freedom...

God's richest gift
And today
The lingering hope
Of the oppressed
In other lands.
For that Freedom
We give thanks.

We have Courage...

To defend the
Cause of Freedom
"With our lives
Our fortunes and
Our sacred honor."
For that Courage
We give thanks.

We have Memories...

We do not forget
American bravery
And sacrifice at
Valley Forge
Tripoli
The Alamo
Gettysburg
San Juan Hill
The Argonne
Normandy Beaches
Iwo Jima
And Korea.
For those Memories
We give thanks.

We have Faith...

In God
In Nations
In Man
And in ourselves.
For that Faith
We give thanks.

We have Hope...

That all Peoples
Of God's world
Will be united
In everlasting Peace.
For that Hope
We give thanks.

We have the Bell...

The Liberty Bell
Whose inspiring
Chimes now echo
On foreign shores
And whose
Song of Freedom
Is drowning out
The bloody dirge
Of communism.
For that Bell
We give thanks.

We have Unity...

Though we may
Disagree
Among ourselves,
At any real threat
To our Freedom
A *united* America
Rises in her might.
For that Unity
We give thanks.

We have Wisdom...

To know that
There are many
Enemies *at home*
Who seek
Stealthily to
Take our Freedoms
From us,
From our children
And our children's
Children.
For that Wisdom
We give thanks.

And so we pray:

Give to us all
The strength
To *keep* Freedom
At home ...
To spread Freedom
Abroad ...
To pass Freedom
On to the
Next generation
And to unborn
Generations
In a world
At peace.

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

REPUBLIC STEEL

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.

NETWORKS MERGE
Intermountain Adds Rocky Mountain

OFFICIALS of the Intermountain Network Inc. and the Rocky Mountain Broadcasting System last week announced merger of the networks, effective Oct. 1, as Intermountain Network.

The announcement was made by George C. Hatch, Intermountain president, and Frank C. Carman and S. John Schile, president and vice president, respectively, of Rocky Mountain.

Intermountain Network will serve as exclusive representative for the Rocky Mountain outlets, KIFI Idaho Falls, KLIX Twin Falls, KWIK Pocatello, all in Idaho, and KOPR Butte, Mont., in addition to the 37 stations of Intermountain.

Now 41 Stations

The expanded Intermountain Network now has a total of 41 stations in seven mountain states—Utah, Idaho, Montana, Wyoming, Colorado, New Mexico and Nevada.

The network also will maintain a fulltime line to Los Angeles enabling program exchanges with the Don Lee Broadcasting System, operating in Arizona, California, Oregon and Washington. The two networks will jointly offer program coverage in 11 western states.

Plan TV Network

Rocky Mountain officials said they plan to devote their principal time to establishing a television network to serve the Intermountain area. Address of the Intermountain Network is 146 S. Main St., Salt Lake City.

Mr. Schile (l) and Mr. Hatch discuss future network plans.

WCSS Joins Liberty

WCSS Amsterdam, N. Y., 250 w on 1490 kc, has affiliated with Liberty Broadcasting System, effective last Monday, according to Cecil Woodland, station president.

NBC SPOT SALES
Three Are Named

THREE NEW appointments in national spot sales department of NBC have been announced by James V. McConnell, director:

W. Martin Werner has joined the department as assistant manager of advertising and promotion. Richard H. Close, eastern manager of radio spot sales, has been transferred to be eastern manager of television spot sales to succeed Charles H. Philips, now assistant manager of WNBC-WNBT (TV) New York. Robert J. Leder, radio spot salesman, succeeds Mr. Close as eastern manager of radio spot sales.

Mr. Werner's previous experience with advertising includes association with such radio and video package organizations as Goodson-Todman and Talent Assn. and BMI. He has been both a radio writer and announcer and managed an army radio station overseas during the war.

Mr. Close has been associated with NBC since 1933 and with the department since 1935. Mr. Leder joined the department in August 1950, after experience in local station sales management and as an advertising agency account executive.

RCA EXPANDS
To Air-Conditioner Field

RCA plans to enter the home air-conditioning field, it has been announced by Frank M. Folsom, President of RCA. The first room air conditioners to be sold by RCA will be placed on the marked in January 1952.

Present plans call for the introduction of three models—a one-third, one-half, and a three-quarter horsepower unit. A separate department within RCA will be organized to handle the new line of room air conditioners, with its own sales, merchandising, engineering and advertising groups.

'Ed's Place'

PIANO ditties on radio are nothing new but when you put a player-piano on the air, that's something, both old and new. WHIZ Zanesville, Ohio, is doing just that. Station discovered a player-piano for sale, bought it for $150 and launched Announced Ed Fisher on *Ed's Place*, a thrice-weekly show for a brewing firm. The station also got 200 piano rolls, mandolin and zither attachments. The ad-libbed program has caught the fancy of WHIZ listeners, station reports.

TO PLUG its album *A Streetcar Named Desire* taken from sound track film and movie produced by Warner Bros., Capitol Records, Inc., is distributing to disc jockeys a 10-inch promotional record giving the opening movements of score.

BMI PROGRAM CLINICS IN YEAR'S FINAL SERIES

And here is the schedule which concludes the BMI Program Clinic calendar of 1951

Make Plans Now to Attend

SEVENTEENTH NEW YORK PROGRAM CLINIC
Waldorf-Astoria Hotel
MONDAY and TUESDAY, OCT. 22nd and 23rd

And On Tour

HOUSTON, Texas — Shamrock Hotel — **SUNDAY, OCTOBER 28th**
KEN BROWN, *Chairman*, Texas Broadcasters Committee & NARTB Director

OKLAHOMA CITY, Okla. — Skirvin Hotel — **TUESDAY, OCTOBER 30th**
L. F. BELLATTI, *President*, Oklahoma Broadcasters Association

WICHITA, Kans. — Broadview Hotel — **WEDNESDAY, OCTOBER 31st**
BEN LUDY, *President*, Kansas Association of Broadcasters

SALT LAKE CITY, Utah — Utah Hotel — **FRIDAY, NOVEMBER 2nd**
C. RICHARD EVANS, *Chairman*, Utah-Idaho Broadcasters Committee

BILLINGS, Mont. — Hotel Northern — **MONDAY, NOVEMBER 5th**
PAUL MCADAM, *President*, Montana Broadcasters Association

ABERDEEN, S. D. — Alonzo Ward Hotel — **WEDNESDAY NOVEMBER 7th**
ROBERT DEAN, *President*, South Dakota Broadcasters Association

MINNEAPOLIS, Minn. — Radisson Hotel — **FRIDAY, NOVEMBER 9th**
DAVE GENTLING, *President*, Minnesota Broadcasters Association

"MOST PROFITABLE DAY EVER SPENT," is the repeated expression of the 2,362 broadcasters who have attended the 28 CLINICS just concluded in 28 states as well as the many hundreds who have been to the 16 CLINICS in New York.

OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 23 OF A SERIES

FOR YOUR INFORMATION:

North Dakota has arrived as America's 27th oil-producing state. Oil was struck in the Williston Basin on April 5, last, after 29 years of patient search by a small army of geologists and equally patient probing of the earth by scores of exploratory, or wildcat, drillers.

Already, a spectacular rush is under way as oilmen by the thousands again compete to find the ever-increasing amounts of petroleum required to supply the United States and aid our allies. More than half of North Dakota -- a land area larger than Belgium, Holland, Denmark and Wales combined -- is now under lease by oil companies or individuals. Plans for the pipe-lines and other facilities needed to get the new crude oil to refineries will be translated into reality as fast as shortages of steel and skilled manpower permit.

The North Dakota strike was followed by another in Montana, less than 100 miles away. This leads producers to believe that these fields may be extensions of those which have proved so productive in Canada's Alberta Province to the northwest and they presage development of a major oil-producing area.

However that may be, there is no doubt that America's 27 producing states, together, are keeping well ahead of domestic demand for oil which has increased 75 per cent in the past ten years. Last year, for example, they passed the billion barrel mark in motor fuel production; raised refinery capacity to an all-time high by processing more crude oil than ever before; drilled the largest number of wells in history.

The North Dakota story is only one of thousands of evidences of petroleum's progress which will be reported to the American people during this third annual observance of Oil Progress Week in almost every community throughout the nation. By means of motion pictures, radio and television shows, speeches, posters, exhibits, community leader luncheons, school programs, parades, essay contests, open houses and other special events, as well as through the widespread use of colorful booklets, leaflets and newspaper and magazine advertising, local oilmen take their customers and neighbors into their confidence during this period.

Their objective is to show, by a recital of the things they have done to serve America during 1951, that the individual interests of the people, as well as those of the nation, in peace or in war, are best served by competitive, privately-managed oil businesses -- the very kind without which the North Dakota strike would have been long delayed, if not impossible.

If you would like further information about Oil Progress Week or about the petroleum business and its operations, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

THE LATEST WCKY STORY

ATTENTION
NIGHTTIME ADVERTISERS

WCKY invites you to use its famous Jamboree

WCKY invites you to compare it with any other media—newspapers, magazines or television

WCKY invites you to compare it by results, by sales

WILL YOU ACCEPT THIS INVITATION?

(Better hurry
or you'll have to wait until 1952!)

WCKY–ON THE AIR EVERYWHERE 24 HOURS A DAY 7 DAYS A WEEK 365 DAYS A YEAR

THE LATEST WCKY STORY

Before you accept, you should know this—

THE WCKY JAMBOREE IS GREATER THAN EVER

1. More mail than ever before
2. More national advertisers than ever before
3. More time sold to national advertisers than ever before
4. More sales success stories than ever before
5. More of everything that makes for a successful advertising campaign

Yes, this is nighttime radio on WCKY!

CALL COLLECT:

Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

editorial

You Can't Say That!

IT CAME as no surprise when newsmen everywhere were outraged over President Truman's new security order and when a move to repeal it developed in Congress. Now the President has thoroughly confused everyone by warning all media they must be their own censors—even after news has been screened and approved under terms of his new order. Of what avail is such an order?

Impinge upon the freedom of the press ever so lightly and the press is galvanized into action. The fact that this affects radio equally wasn't mentioned until the President issued a second explanation Thursday. In recent years it has been radio on the freedom firing line, but all too often the press has been willing to stand by and let radio fight its own battles. And in that connection radio won its greatest victory a fortnight ago, thanks to the determination of a newspaper-owned station—WJLK in Asbury Park, N. J. Superior Court Judge Schettino held that free access to news, whether through the printed word or by radio, is a right guaranteed by the Constitution.

The President's new order bears directly on free access to the news—but by all media. Military censorship, via the Defense and State Depts. has been continuously in force, and properly so. The functions of these agencies involve the security of the nation. But it is hard to understand, why, in the name of security, classification authority should be extended to *all* agencies, with the agency head the arbiter.

One has only to look at very recent history to learn that there will be abuses. In 1942, the Office of Facts and Figures was functioning as a sort of twilight zone information organization. This journal was directly involved in one incident—that of publication of a survey marked "confidential" by OFF Director Archibald MacLeish. This survey showed that radio had displaced the newspaper as the public's primary source of war news. Mr. MacLeish and the press howled, but not the slightest semblance of violation of "security"— that which could give aid and comfort to the enemy—could be cited.

Along with all news media, we hope the President will see fit to rescind his new executive order. Even though there may be nothing as sinister in it as some observers contend, it can open a Pandora's Box of evils that fly in the face of our democratic precepts. The government will become suspect in the eyes of the public. And the freedom motto of the Voice of America will be blasted from every communist transmitter.

If the order does stand, and those inevitable abuses occur, we predict there will develop the clamor for reactivation of the Office of Censorship, which, ironically, was the first agency having a war-time connotation to close up shop after V-J Day. The record of that office, under the guiding genius of Byron Price, a practical newspaperman who abhors censorship, was impeccable. It handled its delicate assignment without serious complaint. It was not pushed around by the military. There were practically no recriminations from Congress—something of a record.

As we said here last week—before the opposition reached white heat—we are convinced that, in this chaotic world, full-scale censorship is in sight. First Korea was merely a "police action," but by whatever name it was called, people were being killed and in the eyes of the world it was and is war—the United Nations against the Reds.

The roles of radio and television, as instantaneous news media, are as important as they are frightening. The broadcast reporter has a responsibility transcending that of his colleague of the printed page. There is no copy desk, no compositor, no newsboy in between. Once he has access to the microphone, the broadcast reporter is "published" to all within ear-shot.

Stand-by plans are blueprinted for an Office of Censorship. The call may come sooner than you think.

The Import or Impact

IF IT HAS done nothing else, the furore over radio rates has stimulated a lot of new and original approaches to the dollar value of radio versus its competitors. Aside from the all-out crusades of the networks and of the syndicated program suppliers, individual stations are doing a job, the most recent that of WAVE Louisville [BROADCASTING • TELECASTING, Oct. 1].

Dr. Raymond A. Kemper, U. of Louisville professor, was retained by WAVE, not to conduct what he describes as "a mere inter-station popularity contest," but to get facts to guide in the formulation of future operational plans. It is significant, too, that WAVE Inc., also operates WAVE-TV.

This comparative research showed a lot of things, all attesting to the impact of radio in the Louisville market. The same story, it is to be assumed, is duplicated in a lot of other "Louisvilles." It showed that each week in 3,500 sample homes, 164,200 hours were spent listening to radio; 87,600 hours viewing television (over WHAS-TV and WAVE-TV) and 55,200 hours reading newspapers.

Radio, the survey points out, is "always in position to compete with the other media. However, in some areas 'squatter's rights' are exclusive. Some 66.1% of all the 7,779 radio sets found among the 3,500 sample households are in automobiles, or in rooms where there are no television receivers. By the same token, 44.5% of all radio sets were found in places where newspapers and magazines are not usually read—autos, kitchens, children's bedrooms, basements, barns, garages and utility rooms."

Dr. Kemper's research, we're certain, is practically infallible scientifically. What impressed us particularly was a bit of home-spun bringing home the truism that broadcasters and telecasters have too long accepted a double standard" of what he called "circulation morality." The publisher, he cited, is allowed to justify his circulation claims in terms of the number of units actually circulated, while the broadcaster must attempt to justify his circulation in terms of the number of places to which his units are circulated.

"For example," he said "the writer's own case in point. In our home, with its three AM receivers plus one auto radio and a television receiver, we regularly receive three daily newspapers and six nationally-circulated popular magazines. Under the circulation 'double standard,' our household is counted as one radio-home, one-television home, three newspaper-homes and six-magazine homes. And following the pixie logic of one weird formula proposal (ANA) we would be counted a non-radio home because of the presence of a television set."

ANA, he's your witness.

our respects to:

CHARLES CORNELIUS BEVIS JR.

THE GENERAL MANAGER of KOA Denver is easy to get along with. But there is one subject about which Charles C. Bevis Jr. is slightly belligerent.

Anyone doubting that radio will weather the storm created by television is in for a torrent of arguments from Mr. Bevis.

"Give the public solid, live programming, active and aggressive news coverage and a touch of the 'spectacular'," Mr. Bevis prescribes, "and you will keep your radio station on the air and in good shape."

Mr. Bevis is constantly on the lookout for new ideas. He is opposed to the philosophy which says, "We are doing o. k., why change?"

His belief that AM stations will continue to serve a large part of the American public is tempered with the contention that AM's survival will be based entirely on the individual station's alert programming and consistent service to its listeners.

Mr. Bevis believes first that a station, large or small, should become a part of the community which is serves.

He feels that at KOA he has inherited such a station and credits Lloyd Yoder, whom he succeeded as manager last January, with making the NBC Denver outlet a strong factor in the community life of the Mile High City.

At 34, Mr. Bevis is one of the youngest general managers serving NBC's owned-and-operated stations. Despite his comparative youth, he is well qualified to wear the mantle of "radio veteran."

Born Dec. 13, 1916, in New York City, Mr. Bevis attended Richmond Hill High School and later New York U. as a pre-med student.

It was during his senior year in prep school that he became interested in news work, which he used later in radio.

After he was graduated from high school, he embarked on a sightseeing voyage to South America.

While there, he became acquainted with a newspaper correspondent who mentioned that NBC was a good place to work and that it was an opportune company for someone who wanted to get ahead and was willing to work hard.

After three months, young Mr. Bevis returned to this country and filed an application with NBC. He was employed as a page in September 1936.

He first job was to help handle the eager crowds who filed into Studio 8-H to see what was then the biggest thing in radio—the *Rudy*

(Continued on page 61)

THESE SIGNS* ARE *NORMAL* IN NEW YORK

Italian traffic signs* are a realistic recognition of the fact that the Italian language is more commonplace on the streets of New York than any other except English. More than 2,000,000 Americans of Italian origin live in the New York area. Their buying power exceeds $2,300,000,000 a year.

By showmanship, service, facilities and tradition, WOV long ago became the unrivalled first choice of the New York area Italian audience. So much so, that 90% of all expenditure for Italian-language radio advertising in New York is on WOV.

The *only* direct and inexpensive way to influence the buying of these 2,000,000 Italian-Americans is through WOV. Put it on *all* your New York schedules!

*The sign says "Pedestrian Crossing."

ENGLISH **WOV** ITALIAN
NEW YORK
5000 WATTS
Originators of *Audited Audiences*

ROME STUDIOS: VIA di PORTA PINCIANA 4
***National Representative:* John E. Pearson Co.**

730 FIFTH AVE., NEW YORK 19

Gil Newsome

. . . has a (sales) way

with the ladies . . .

in

"BANDSTAND REVUE"

Every day at 12:30 p. m. Gil Newsome talks to Mrs. Housewife in thousands of St. Louis homes!

Network veteran Gil really knows his music and the artists . . . worked with most . . . many are his close friends.

When Mrs. St. Louis tunes to "Bandstand Revue" for the best in tunes and the latest in chatter, Gil talks about his sponsors' products with that authority and conviction that sells . . . and sells!

Globe-Democrat Tower Bldg.
Saint Louis

KWK

Representative
The KATZ AGENCY

CROSLEY ELECTS

Two Murphys as V.P.s

ELECTION of John T. Murphy and Kieran T. Murphy as vice presidents of the Crosley Broadcasting Corp. was announced following a meeting of the board of directors Sept. 28.

John Murphy, formerly with NBC for 18 years, was placed in charge of Crosley's television operations. Kieran Murphy, originally

Kieran Murphy

John Murphy

with Hearst Radio when Crosley acquired WINS New York, was named vice president and controller of Crosley Broadcasting Corp. He had been serving as controller.

Simultaneously, James D. Shouse, chairman of the board of Crosley and vice president of Avco Mfg. Corp., and R. E. Dunville, Crosley president, announced the appointment of Harry Mason Smith as vice president of Crosley sales. He had held a similar post with WLW Cincinnati.

Mr. Smith

John Murphy started at NBC as a page boy and advanced to an executive post within the network's stations relations department. In that capacity he was liaison between the sales department and NBC affiliates. He was named TV operations supervisor at WLWT (TV) Cincinnati in October 1949.

Kieran Murphy was controller at WINS and joined the Crosley organization when it acquired that station. Later he was named manager of WINS and was transferred to Cincinnati where he assumed similar controller duities.

Mr. Smith joined Crosley in 1940 as manager of the WLW sales office in New York. A year later he moved to Cincinnati becoming WLW sales manager. In 1946 he was appointed to a Crosley vice presidency.

Crosley Broadcasting Corp. owns, in addition to WINS, WLW (AM), WLWA (FM) WLWT (TV) Cincinnati, WLWB (FM) WLWD (TV) Dayton, and WLWF (FM) WLWC (TV) Columbus, all Ohio.

KRNO San Bernardino, Calif., Oct. 1 increased rates 15%, first boost in three years. Reason for increase based on exceptional population gains in the area.

front office

JERRELL HENRY, KREI Farmington, Mo., appointed general manager KNEM Nevada, Mo. **AL MESCHI** appointed sales manager at KNEM.

NORMAN H. SLOAN, assistant to manager KECA-TV Los Angeles, appointed coordinator of television production services ABC Western Div.

RALPH W. GOSHEN, account executive on local sales staff WBBM Chicago, appointed account executive CBS Radio spot sales.

WALLY SEIDLER, manager KOCS Ontario, Calif., appointed manager KPMO Pomona, Calif.

JOHN A. BUNING, account executive ABC Radio Network Sales, to sales department WNEW New York, in same capacity.

THE WALKER Co., N. Y., appointed national representative for WHRV Ann Arbor, Mich.

DAN SCHMIDT III, WOR New York, to CBS Radio Spot Sales, New York, as account executive.

DOUG CAPLETTE, manager KREO Indo, Calif., appointed account representative KXO El Centro, Calif. **MARC HANAN** appointed salesman-announcer KXO. He was with KSYC Yreka, Calif.

RONALD C. IVES, salesman KCNY San Marcos, Texas, appointed commercial manager.

AVERY KNODEL Inc., N. Y., appointed exclusive national representative for KLIX Twin Falls, Ida.

HERBERT BROWN, advertising manager for New York factory distribution division of Allen B. DuMont Labs., to WOR-TV New York, as account executive.

Personals . . .

ROBERT E. KINTNER, ABC president, elected to board of directors of Better Business Bureau of New York City. . . . Jack Schneider, spot sales, CBS Television, Chicago, and **BETH SIMPSON**, Chicago, merchandising director for *Today's Woman*, to be married Oct. 20. . . . **WALTER H. ANNENBERG**, editor and publisher *Philadelphia Inquirer*, and owner of WFIL-AM-TV Philadelphia, and Leonore C. Rosenstiel, married Sept. 29.

DAVE KIMBLE, advertising and sales promotion manager of WBBM Chicago, discussed radio promotion last Monday at dinner sponsored by Junior Women's Advertising Club . . . **HAROLD A. SMITH**, NBC Chicago TV network advertising promotion manager, spoke at luncheon meeting Thursday of American Marketing Assn. and American Statistical Assn. in Chicago. He discussed TV today and showed a motion picture on NBC's Hofstra Research project. . . . **ELIAS I. GODOFSKY**, president and general manager WHLI-AM-FM Hempstead, L. I., elected president of Long Island Peoples Symphony Orchestra Assn.

AN INVITATION TO SUCCESSFUL ADVERTISING

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

GraybaR recommends

MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are conveniently available through Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 163-110

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,23)
Antenna Equipment (23)
Attenuators (8)
Cabinets (15)
Consoles (23)
Loudspeakers and Accessories (1,23,25)
Microphones, Stands, and Accessories (1,13,14,16,23,25)
Monitors (12)
Recorders and Accessories (2,9,19,22)
Speech Input Equipment (23)
Test Equipment (1,8,12,24)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and TV (6,20,23)
Tubes (11,16,23)
Turntables, Reproducers, and Accessories (9,19,23)
Wiring Supplies and Devices (4,10,11,13,18,21,25)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Standard Electronics
(21) Triangle
(22) Webster Electric
(23) Western Electric
(24) Weston
(25) Whitney Blake

Graybar's network of more than 100 offices and warehouses in principal cities throughout the nation assures you of convenient service wherever you are. *The 19 Graybar Broadcast Equipment Representatives are located in the following key cities:*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
J. J. Connolly, Stillwell 6-5858

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

IN PHILADELPHIA, it's

WIBG

FOR THE

GAME OF THE WEEK

Fast-moving! Powerful! Play-by-play action covering each Saturday's outstanding collegiate football clash. Narration by Harry Wismer, America's top sportscaster. A WIBG exclusive for the second consecutive year. Last year's line-up included such famous games as Navy vs. Notre Dame, Michigan vs. Army.

This great program will bring your sales message to thousands of customers in America's third-largest market. It's tops for intense market penetration.

Write! Phone! Wire!
for commercial availability
★

Harry Wismer
★
10,000 WATTS
Philadelphia's Most Powerful Independent

WIBG

1425 WALNUT STREET
PHILADELPHIA 2, PA.

Phone
Rittenhouse 6-2300

REPRESENTED BY
Radio Representatives, Inc.

air-casters

SAM J. SLATE, program director for New York office of British Broadcasting Corp., named director of programs and special events WCBS New York, effective Oct. 15. He succeeds **DON BALL,** who has been promoted to director of editing for CBS Radio Network.

RUTH RUSSELL, public relations and advertising staff Borden Co., N. Y., appointed publicity-promotion director WTVN (TV) Columbus, Ohio.

RALPH H. KLEIN, program director WONS Hartford, to WICC Bridgeport, in same capacity.

HOMER CUNNINGHAM, announcer-newscaster WIBW Topeka, elected president Topeka Toastmasters' Club.

DOROTHY HENRY appointed program director KNEM Nevada, Mo.

CAROL LEVINE, assistant to **GERALD LYONS,** public relations director DuMont TV Network, to WPIX (TV) New York, as assistant to public relations director.

WILLIAM G. TICE Jr., personnel director American Metals Co. Ltd., N. Y., appointed manager of personnel NBC. Mr. Tice replaces **THEODORE M. THOMPSON,** who has been recalled to active duty with Army.

ALAN DINEHART resigns as director of CBS-TV *Alan Young Show,* to develop his own television properties. **RALPH LEVY,** show producer, takes over director duties temporarily.

FRED MacKAYE, director CBS *Lux Radio Theatre,* named producer-director tape recorded ABC *Hollywood Stars On Stage.*

DAVE FENTRESS, WTIK Durham, N. C., appointed staff announcer WTVJ (TV) Miami, Fla.

DON BRADLEY, WJOL Joliet, Ill., appointed to announcing staff WKAN Kankakee, Ill.

DICK FORTUNE, *Pittsburgh Press,* appointed director of public relations WDTV (TV) Pittsburgh.

GEORGE SWIFT, announcer WGIL Galesburg, Ill. to KVOE Santa Ana, Calif., in similar capacity.

"BIG BOB" SHAFFER, singer of modern folk ballads, to talent staff WLS Chicago.

JIM JOHNSTON, writer-announcer WOC-TV Davenport, Ia., to announcing staff WLS Chicago.

BOB HIBBARD, director of operations WGN-TV Chicago, recalled to active duty with U. S. Army Reserves for assignment in psychological warfare. He reported for duty at Ft. Sheridan, Ill. Oct. 2.

ROBERT F. BLAKE, director of publicity WOR-AM-TV New York, appointed chairman of publicity committee for American Television Society.

CAROLYN OSTERBERG and **MURIEL FREDRICKSON,** "The Ranch Girls," to talent staff WNAX Yankton, S. D.

JOHNNY KIRK, entertainer and continuity writer KTUL Tulsa, assigned to U. of Tulsa, as promotion liaison man in behalf of University.

MARY E. WILLIAMSON, A. C. Croft Publications, Washington, appointed publicity director KXOK St. Louis.

PAT PERRINGS appointed assistant in publicity and promotion departments working with Miss Williamson.

MARK KOVEN, WNAC-TV Boston, Mass., appointed to production staff WLWT (TV) Cincinnati.

RED GAYNOR, graduate New York U., appointed to announcing staff WLOG Logan, W. Va.

HENRY LEWIS, WLIB New York, to WCAV Norfolk, as night disc jockey.

MARY and **HOWARD JONES,** stars of *Mr. & Mrs. Show* on WFIL-TV Philadelphia, awarded New Jersey State Fair Blue Ribbon Award for "meritorious service and consistently good TV entertainment."

EDDIE PHELAN, announcer WMIS Natchez, Miss., appointed to announcing staff WNAT same city.

CHARLES GENSER appointed to announcing staff KXO El Centro, Calif. He was with KPMO Pomona, Calif.

DRUE SMITH, women's personality WDOD Chattanooga, Tenn., named "Women of the Year in Radio" for the Chattanooga area.

CHARLES J. KEYS, executive secretary to the general manager WFIL Philadelphia, appointed director of *WFIL-TV Newsreel* and manager of film production. Mr. Keys succeeds **WILLIAM C. DRISCOLL,** who becomes editor-and-chief of Telenews Productions Inc., N. Y.

News . . .

JOHN ASPINWALL, general news supervisor for early-morning report, Associated Press, assigned to the radio news department preparatory to succeeding **THOMAS H. O'NEIL,** as radio news editor when the latter retires in January. Mr. Aspinwall will be succeeded by **JAY DEUTCH** of general news desk staff.

Mr. Aspinwall

ROBERT STOEPKER, graduate Rutgers U. and member of WRSU, college station, to night news staff of WMTR Morristown, N. J.

TED PARKER appointed to news staff WKAN Kankakee, Ill.

JOHN ALLEN, newsman WKAN Kankakee, Ill., to news department WHAS Louisville.

ROBERT SCHAKNE, war correspondent International News Service, named to news staff WLW and WLWT (TV) Cincinnati, covering the fighting in Far East.

BILL INGRAM, newscaster KSTP-TV Minneapolis, presented award from St. Paul Junior Chamber of Commerce, for his outstanding contribution to public safety.

BEFORE YOU DECIDE ON YOUR FALL SCHEDULE *in the* DETROIT *Area*

See How Much **MORE** *You Get Using*

CKLW

and it's 50,000 watts

AT THE LOWEST RATE OF ANY MAJOR STATION IN THIS MARKET

Guardian Bldg. • *Detroit 26,*

Adam J. Young, Jr., Inc.
National Rep. • J. E. Campeau
President

Respects

(Continued from page 56)

Vallee Show.

Also a page at that time was Thomas B. McFadden, now general manager of KNBH Hollywood.

Early in 1937, when the Nazi war machine began rolling, NBC expanded its news and special events department and Mr. Bevis was given a job in the news room.

Six months later he went into NBC's night program department, working under William Burke Miller, who had won a Pulitzer Prize for his coverage of the "Floyd Collins Sand Cave" story. Mr. Bevis believes he learned more under Mr. Miller about news and special events coverage than during any other period of his career.

Mr. Bevis helped coordinate NBC's coverage of the Hindenburg burning and Hitler's march through the low countries. Shortwave pickups often necessitated working around the clock.

In the spring of 1941, Mr. Bevis enlisted in the Navy as an aviation cadet. His initial assignment was aboard the *U.S.S. Ranger*, the first full carrier commissioned by the Navy. As a dive bomber, he saw action both in the European and Pacific theatres and was awarded a Distinguished Flying Cross for scoring a direct hit on a Jap destroyer.

Returning to inactive duty in September 1945, Mr. Bevis rejoined NBC as executive assistant to John Royal, then vice president in charge of television.

Shortly thereafter, he was made manager of NBC's station relations for television. In 1948 he supervised the planning of NBC's WNBK (TV) Cleveland and served as its general manager a year. He returned to New York in 1949 as director of NBC owned and operated stations.

As a result of the general NBC reorganization, he was promoted to administrative assistant to James Gaines, NBC vice president in charge of all O&O stations.

Goes to San Francisco

In January 1951 he was named manager of KOA, succeeding Mr. Yoder who was transferred to San Francisco as manager of KNBC.

While working his way up through NBC, Mr. Bevis learned several rules for successful broadcasting. One he considers a "must" is to work with and give full cooperation to sponsors.

From the day he arrived in Denver, Mr. Bevis has spent hour upon hour with KOA advertisers, helping them merchandise their products and strengthening their belief in the sales power of radio.

In spite of his demanding front office duties, Mr. Bevis finds time to join his favorite department—news and special events—in covering unusual happenings in the Colorado capital.

The second day after he arrived in Denver, Mr. Bevis was on the scene of the spectacular Denver Athletic Club fire arranging interviews with survivors.

On June 9, 1942, Mr. Bevis married the former Loraine Parkinson of Jarvis, Ontario, Canada. They have two children, Judy Ann, 7, and Barbara Ann, 1.

He is a member of Sigma Delta Chi, Phi Alpha Eta, national business fraterity, Denver Rotary Club, Denver Club, Denver and Colorado chambers of commerce; Radio Executives Club of New York, board of directors of Denver's Better Business Bureau, a director of the Denver Chapter of the American Red Cross and a director of the Colorado Division of the Crusade for Freedom.

Mr. Bevis' hobbies are hunting, fishing and golf. He has a growing interest in scale model railroading.

DR. SMITH CITED

Given Diamond Award

DR. NEWBERN SMITH, Central Radio Propagation Labs. Chief for National Bureau of Standards, has been named by Institute of Radio Engineers as 1951 recipient of the Harry Diamond Memorial Award, given to a person in government service who has made outstanding contributions to radio or electronics.

Also named fellows of IRE are 45 radio engineers and scientists, including:

H. W. Bode, Bell Telephone Labs; P. S. Christaldi, Allen B. Du Mont Labs.; Howard Post Corwith, Western Union Telegraph Co.; Arthur B. Crawford, Bell Telephone; L. A. De Rosa, Federal Telecommunications Labs.; L. T. De Vore, General Electric; D. W. Epstein, RCA Labs.; R. N. Harmon, Westinghouse Radio Stations; R. S. Holmes, RCA Labs.; W. E. Kock, Bell Telephone Labs.; Harold B. Law, Louis Malter, RCA Labs.; William W. Mumford, Bell Telephone Labs.; L. S. Nergaard, RCA Labs.; Harry Nyquist, Bell Telephone; J. A. Ouimet, Canadian Broadcasting Corp.; Henry W. Parker, Sylvania Electric Products; D. W. Pugsley, General Electric; Bernard Salzberg, Naval Research Lab.; Dr. Smith; Phillip H. Smith, Bell Telephone.

'McCALL'S' AWARDS

Name Radio-TV Judges

JUDGES for *McCall's* awards to women in radio and television have been announced by Daniel D. Mich, editorial director of *McCall's*. Judges selected are:

Sen. Margaret Chase Smith (R-Me.); Dr. Earl J. McGrath, U. S. Commissioner of Education; Mrs. Dorothy Deemer Houghton, president, General Federation of Women's Clubs; Mrs. Harriet Sabine, board member, American Women in Radio & Television, and Otis Lee Wiese, editor and publisher of *McCall's*.

According to Mr. Mich, "nearly 200 women executives and broadcasters have submitted entries . . ." to the contest which closed Sept. 10. The awards, seven in number, will be presented to radio and television women judged to be outstanding in the public service field. Presentation of awards will take place at the 1952 convention of American Women in Radio & Television.

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly

Day — 90,320 families *Night — 66,230 families*

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929
AM — 5000 WATTS — 960 Kc.
FM — 41,000 WATTS — 94.9 Mc.
SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WSAZ
HUNTINGTON, WEST VIRGINIA
One of the Nation's Oldest Stations

MORE LISTENERS
Than All Stations Combined
IN THE
W. Va., Ky., and Ohio Tri-State Area*
*by C. E. HOOPER.....1951

5000 WATTS—930 KC
ABC PROGRAMS

Represented by
THE BRANHAM COMPANY

WSAZ-TV Channel 5
EXCLUSIVE Coverage OF THE
HUNTINGTON CHARLESTON
TV MARKET
ABC—CBS—NBC—DTN
Represented by
THE KATZ AGENCY

TALENT COMMITTEE

Hearing Re-Set Oct. 22-24

WIDE INTEREST in the Oct. 22 hearing scheduled by the new Talent Committee serving as an advisory agency to the Salary Stabilization Board led last week to a revision of plans [BROADCASTING • TELECASTING, Oct. 1].

A three-day hearing has been scheduled, starting Oct. 22, because of the large number of requests to make appearances. The committee will recommend procedure for SSB to use for entertainment industry cases, including broadcasting and telecasting employment.

Meetings will be held at 641 Washington St., New York. Originally they had been scheduled for the Bar Assn. Bldg., that city. Comprising the advisory committee are Roy Hendrickson, chairman, Neal Agnew and Philip Siff.

UNESCO Leaflets

TWO new UNESCO leaflets touching on radio and other media —*UNESCO Town* and *UNESCO Publications That Should Be in Every Library*—have been issued by the U. S. National Commission for UNESCO. First leaflet is for community groups desiring to participate in UNESCO program and lists radio station, theatre, newspaper and other categories. Pamphlet for libraries includes communications publications.

allied arts

ROBERT F. BRUNTON, production staff NBC-TV, appointed general manager of P. J. Rotondo Co., New York construction firm specializing in the designing and building of stage and television settings.

MEDIA RECORDS Inc., N. Y., moves to new offices at 353 4th Ave. Telephone is MUrray Hill 5-9376.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representatives for WCBT Roanoke Rapids, N. C.

EDWARD BROWNING Jr., WDNC Durham, N. C., to radio section Public Information Office, Fort Bragg, N. C., in civilian capacity.

WILLIAM F. CRAIG, associate director of television Procter & Gamble Productions, takes over duties of **GILBERT A. RALSTON,** who resigned as executive producer of firm's Hollywood-originating shows. Mr. Craig continues to make headquarters in Cincinnati. Mr. Ralston left P & G to join Screen Televideo Productions, Hollywood.

ROBERT D. MERRILL, assistant vice president and director of sales in charge of publicity and advertising American Cable & Radio Corp., N. Y., elected vice president in charge of commercial department.

TURKEY TALK, special holiday feature, is being released to subscribers by Associated Program Service, N. Y. transcription library. Series includes six five-minute strips on Thanksgiving food and origin of Thanksgiving customs and is designed for broadcast from Nov. 22-28 for sponsorship by local food outlets. Full-hour holiday program of music and narration, "Thanksgiving—1951," is included in package.

CHARLES IRVING, producer-director CBS Television, announces opening of TV Production Assoc. Offices will be located at 130 E. 61st Street. Firm will produce TV and radio packages.

Equipment . . .

J. HERBERT BEHM, assistant to manager of fractional-horsepower engineering General Electric, appointed staff assistant to manager of engineering in small apparatus division.

ARTHUR F. VINSON, manager of employe and community relations for small apparatus division General Electric, Lynn, Mass., appointed assistant manager of company's manufacturing services division. **WILLIARD V. MERRIHUE,** manager of employe and plant community relations for company's large apparatus division, appointed manager of newly-established employe relations service department.

RADIO SHACK Corp., Boston (electronics parts distributor), announces publication of industrial mail-order catalog of its entire line. The 192-page catalog lists over 15,000 types of equipment and components.

TREVOR H. CLARK, Federal Telecommunications Labs, appointed director of military research and development Southwest Research Institute, San Antonio, Texas.

STANLEY A. HARRIS Co., Brookline, Mass., named sales representative for cathode-ray tube division, Allen B. DuMont Labs.

PALMER M. CRAIG, director of engineering electronics division of engineering department Philco Corp., Phila., appointed vice president of engineering for TV and radio divisions.

GENERAL ELECTRIC Co., Schenectady, announces publication of two new booklets, GEA-5658 and GEC-809. GEA-5658 describes features of new metallic rectifier power-conversion units. GEC-809 gives details of operations of company's fixed paper-dielectric capacitors.

RCA announces new 17-inch kinescope utilizing low-voltage, electronstatic focus. RCA-17TP4 tube eliminates need for focusing coil or magnet, but also makes it possible to obtain voltage for focusing electrode from low voltage dc supply of receiver.

MARSHALL C. WELLS, general sales manager Sues Young & Brown, named sales promotion manager Hoffman Sales Corp., L. A., division of Hoffman Radio Corp., that city.

W. VICTOR GEORGE, broadcasting manager Canadian Marconi Co., Montreal, appointed director for public relations, publicity and advertising in addition to his present duties.

Technical . . .

JOE HIGGISON, engineering staff WMAZ Macon, Ga., father of girl, Dorothy Jean, Sept. 28.

LUKE STRIPLING, engineer KCNY San Marcos, Texas, appointed chief engineer, replacing **ROBERT MARTENS,** resigned to enter U. of Arkansas.

NED BROOKE, projectionist WSAZ-TV Huntington, W. Va., appointed film director. **BILL TAYLOR** replaced Mr. Brooke, as projectionist.

No Number, Please

USUAL friendly chats on one of two party telephone lines at Egg Harbor, Wis., were missing fortnight ago. Ed Allen, manager of WDOR Sturgeon Bay, obtained promises from the 11 persons on the line to refrain from using their phones so WDOR could relay a baseball game from Egg Harbor tc its transmitter. Game decided championship of the Door County Amateur Baseball League. Party line had to be used because there are no other telephone connections in Egg Harbor.

'MUSIC NIGHT'

CBS Sets Three Shows

FRIDAY night became "Music Night" on CBS Radio last week as the network launched a program block of three shows, produced separately but linked together for a continuous evening's sechedule.

The weekly feature will fill the 8:15-10 p.m. EST time spot until Nov. 23 when it will start 15 minutes earlier. Fourth half-hour show will be added to the line-up later.

Musicland, U.S.A. is the title for the first segment, from 8:15-9 p.m., with Earl Wrightson the host. Songs from musical comedy and opera are performed by Virginia Haskins of the New York City Opera Company, Thomas Hayward of the Metropolitan, Alfredo Antonini's orchestra, and a mixed chorus.

Hit tunes from 1900-1935 are the core of the next program *Big Time*, with Georgie Price, Ray Bloch's orchestra, Jimmy Carroll, Sally Sweeland and Dorothy Loudon. Both segments originate in New York.

Third program, from 9:30-10 p.m., is broadcast from Hollywood with Paul Weston and orchestra and a weekly big-name vocalist. Already signed as guests are Jo Stafford, Peggy Lee, Patti Page, Connie Haines, Monica Lewis and Doris Day.

Music Night was idea of Lester Gottlieb, director of radio programs.

KCMC and KCMC-FM
TEXARKANA, TEXAS
ABC-TSN

In Texarkana more people listen to KCMC, daytime or nighttime, than all other stations combined! Put KCMC's programming know-how behind your sales message — where dollars flow from oil, agriculture, manufacturing, livestock. Dollars to buy your products!

239,330 PEOPLE
LIVE WITHIN KCMC AM-FM 0.5M V/M AREA

Represented by
O. L. TAYLOR CO.

Frank O. Myers, Mgr.

KAMD CAMDEN, ARKANSAS
KAMD-MBS is the pioneer station of South Arkansas serving Ouachita County. Camden is the home of one of the largest Navy Ordnance installations. Thousands of residents employed in vast paper mills, furniture factories, lumber industry, and agriculture.

IMDRIN ORDER

Injunction Is FTC Victory

GOVERNMENT's attempt to restrain Rhodes Pharmacal Co., Chicago, from allegedly false advertising of its medicinal preparation, Imdrin, was finally rewarded by a U. S. district court injunction last Monday.

The order, handed down by the U. S. District Court in Chicago, enjoins the dissemination of certain representations pending final disposition of a complaint filed last January by the Federal Trade Commission. The district court denied the initial plea but was overruled by the U. S. Court of Appeals for the Seventh Circuit.

Approval of the preliminary injunction represented a significant victory for FTC, which earlier this year warned drug advertisers it would seek such relief where questionable advertisements are continued pending "cease and desist" orders [BROADCASTING • TELECASTING, Feb. 5].

The injunction prohibits claims that Imdrin (1) will cure arthritis, rheumatism, neuritis and other ailments; (2) is an "adequate, effective or reliable remedy for symptoms of these ailments; (3) will enable so inflicted persons "to resume their normal living" and (4) is a "remarkable, amazing or sensational new discovery."

Effect of Ads

Dissemination of these advertisements, the commission has charged, "may cause immediate and irreparable injury to the public in that persons induced by such false advertisements to purchase said preparation may delay proper treatment, and thereby suffer permanent and irreparable crippling."

Hearings on the complaint got underway in September 1950 and have been held intermittently in the past year, with request for injunction filed Jan. 27. In dismissing the suit, the district court explained that FTC had "failed to maintain the burden of proof" and chided the commission for its "delay" in launching hearings — 13 months after commencing proceedings [BROADCASTING • TELECASTING, March 5].

The appellate court reversed the decision last July upon FTC's appeal and remanded the case to the lower court July 5. The complaint specifically cites the firm and its officers for alleged misrepresentation of the therapetic properties and effectiveness of the product. Imdrin claims have appeared in radio continuities and other media advertisements.

AT TIMEBUYERS banquet in New York's Hotel Roosevelt Sept. 20 are (l to r) Russ Young and Tom Lynch, Young & Rubicam; Herb Clossen, Ruthrauff & Ryan; Graeme Zimmer, manager, WCAV Norfolk, Va.; Dave Harris, R&R; Ray Penner, WCAV program director, and Oscar Lutz, Indie Sales Inc.

LBS PROGRAMS

Adds Two Phoenix Shows

LIBERTY Broadcasting System has announced two new shows beginning this month, both originating in Phoenix, Ariz.

Five times weekly LBS is airing *Breakfast in Phoenix*, starring Bill Pennell, who has conducted similar programs at Orlando and Nashville.

On Oct. 6 the *Junior Rangers of America* began a nation-wide talent hunt under the direction of Lew King, president of the Phoenix ad firm, King, Ackerman, Deckard & Burch, agency for both Liberty shows. The *Junior Rangers* is set up as a nation-wide package for local level sponsorship.

RADIO PROMOTION

MBS Campaign Praised

ASSERTING that radio is pretty wonderful after all, Mutual network's campaign—which has taken the form of a booklet containing 15 air announcements to promote the medium [BROADCASTING • TELECASTING, Sept. 17] — has shifted into second gear: MBS officials are now offering copies of the booklet to all stations, regardless of affiliation, upon request.

Already distributed to Mutual stations, the booklet, "Radio—It's Wonderful!" is expressly not copyrighted and is intended to promote radio-at-large, not just MBS. Activity has caused comment:

Harold E. Fellows, NARTB president: "Congratulations . . . we are cooperating along other lines and hope that we too may help in bringing about national recognition of radio's greatness."

William B. Ryan, BAB president: "No medium can do a better job than radio itself. Congratulate Mutual for making these fine announcements available to stations that may not have the resources to do as comprehensive a job on their own."

Frederic R. Gamble, AAAA president: "Certainly American radio is wonderful—no other country has anything to compare with it. You have taken a fine and sensible lead in helping to make listeners more aware of this."

Paul W. Morency, chairman of the Affiliates Committee: "It is a very fine idea . . . your material is excellent, and I certainly hope it will have the widest possible use."

MacQUARRIE-CBS SUIT

Settled Out of Court

A $750,000 plagiarism damage suit brought by Haven MacQuarrie, Hollywood radio producer-m.c. against CBS, has been settled out of court under undisclosed terms.

Mr. MacQuarrie had complained that his radio show, *Noah Webster Says*, was copied almost entirely by CBS for its *We Take Your Word*. Neither show is now on radio. Settlement itself prohibited disclosure of terms, according to Max E. Gilford, attorney for the producer-m.c.

WCBS GIVES 'EXTRA'

Through Marketing Aids

NEW merchandising "WCBS Supermarketing" devised by WCBS New York for all advertisers who contract for a minimum $1,500 weekly expenditure on a 13-week basis.

General manager Carl Ward explained, "We prefer to think we are basically selling advertising, so we offer—as a plus service—in-store displays of the radio-advertised product" in some 1,300 key groceries in the New York metropolitan area.

After the contract is signed, WCBS suggests display subject to participating chain groceries: A&P, Bohack's, Grand Union, Dilbert's, Food Fair, King's and Shopwell.

WTMV RENEWS BID

Seeks Improved Facilities

IMPROVED facilities, first requested in 1947 but denied last year by the FCC in favor of a new station, is asked by WTMV East St. Louis, Ill., in a petition filed with the Commission to "reinstate, reconsider and grant."

WTMV, on 1490 kc with 250 w, alleges that the *Belleville* (Ill.) *News-Democrat* has given up the construction permit it won in the case, never made any attempt to construct the station and failed to keep FCC informed of its decision not to undertake the building.

The newspaper won out in a 1948 comparative hearing with WTMV. Latter wanted to change to 1260 kc with 1 kw directional. FCC's final decision, which was issued in June 1950, upheld an examiner's recommendation of a grant for the Belleville interests on the ground that it was better to have a first station in a community that had no service than to improve an existing station's facilities.

Since the newspaper has now given up its permit, WTMV says FCC should reopen the case and grant WTMV's original request. The petition was filed by Attorney Arthur Scharfeld.

What WTMV seems concerned about is that another applicant might file for the 1260 kc facilities and force it to undergo another hearing.

GROWING

WITH MACON . . .

the 124th MARKET

Middle Georgia Welcomes

NBC

AFFILIATED WITH

WBML

RIVERS' OUTLETS

Common Control Denied

SEVEN RIVERS' stations are not under common control and the FCC should not consider such ownership of even 10 stations "undue concentration of broadcast facilities."

Therefore, says a petition for reconsideration and grant, filed at FCC by E. D. Rivers Sr., his son E. D. Rivers Jr. and James S. Rivers (brother of the elder Mr. Rivers), the FCC ought to call off its hearing and grant the transfers of, WMIE Miami to ex-Gov. Rivers; WACL Waycross, Ga., to the junior Mr. Rivers; KWEM West Memphis, Ark., to James Rivers.

FCC had set the three transfer applications for hearing early last month on the grounds that approval of the transfers might "result in an undue concentration of control of broadcast facilities" [BROADCASTING • TELECASTING, Sept. 17].

Gov. Rivers owns WLBS Birmingham and WOBS Jacksonville, has a minority interest in WGAA-AM-FM Cedartown, Ga. His son owns WEAS Decatur, WJIV-AM-FM Savannah and WGOV-AM-FM Valdosta, Ga. James Rivers owns WMJM Cordele and has a controlling interest in WTJH East Point, Ga.

In their petition, the Rivers' assert that their stations are not under common control, even though they themselves are related. There are no undisclosed agreements respecting management, ownership or control, the petition says. There are no interlocking stockholders, officers or directors or partnership interests in the station which they already own or have applied to acquire.

Rivers' have no other business interests in common, no real estate or property in common, no sharing of profits or bank accounts, no joint use of personnel or talent or equipment, no joint rates or contracts with national sales representatives, the petition states.

Each of the Rivers' dwells in a different city and has his own family, the petition goes on. There are no loans among them. All their stations are in separate markets except WEAS Decatur and WTJH East Point, Ga., which are located in the Atlanta metropolitan area about 12 miles apart. "WEAS and WTJH compete vigorously with each other," the petition states.

PHILADELPHIA stations pledged to make a success of that city's second annual drive for the United Fund, an omnibus community welfare project. Attending luncheon meeting at the Warwick Hotel are (l to r): Tom Brady, WDAS; Chick Kelly, WPTZ; Joseph Zimmerman, WFIL-TV; John L. McClay, WCAU-TV; Norris West, WCAU; T. E. Paisley, WFIL; Clarence L. Jordan, United Fund public relations chairman and vice president of N. W. Ayer & Son; Murray Arnold, WIP; Joseph D. Gibbon, executive director, United Fund; E. Preston Stover, WPTZ; Rupe Werling, WIBG; Jack Pearce, KYW.

LAVERY SUIT

Gets $30,000 Damages

JUDGMENT of $30,000, plus court costs of $2,357, have been turned over to Emmet Lavery, Hollywood film writer and playright. He was awarded depreciation of property damages as a result of charges made by Lela Rogers against him and his play on an ABC *Town Meeting* debate in September 1947 [BROADCASTING • TELECASTING, Aug. 20, July 16].

Named in original suit besides Mrs. Rogers, Town Hall Inc. and ABC were Ayn Rand, novelist; Morris Ryskind, producer-writer; Robert Arthur, producer; estates of the late James McGuinness, film producer, and Sam Wood, film director. Town Hall Inc. did not participate in settlement. Other defendants pooled and paid the damages rather than appeal from the Los Angeles Superior Court jury decision.

Mr. Lavery charged in his suit that during debate on "Is There Really a Communist Threat in Hollywood?" Mrs. Rogers accused him of Communist sympathies. Originally he filed a $1 million slander suit against the defendants, but Judge Arnold Praeger early in the trial ruled out a plea for general damages amounting to $800,000. Mr. Lavery was restricted to sue only for specific damages of $200,000, with a Superior Court jury awarding him $30,000 plus court costs on Aug. 13.

FACTS & FABLES

Ad Fallacies Attacked

U. S. Chamber of Commerce, to help clear up misconceptions about advertising, has published a trio of pamphlets in a series titled, "Fables and Facts About Advertising."

In amusing fashion, the pamphlets show advertising's role in lowering prices, increasing jobs and enumerate why advertising can be believed. The "Fables and Facts" series is available at $3 per 100. For free samples write Committee on Advertising, U. S. Chamber of Commerce, Washington 6, D. C.

WBS Renewals

NEW CONTRACTS to furnish an additional 39 radio sations throughout the U. S. and Canada with transcribed library programs and commercial features have been signed by World Broadcasting System Inc., it was announced last week. Renewals also have been signed with 77 stations already affiliated since the last report.

in Omaha

KBON SELLS MORE MERCHANDISE

ARBI

the Advertising Research Bureau, recently posed questions to shoppers in a department of Orchard & Wilhelm Co., exclusive home furnishings store to determine the relative effectiveness of equally budgeted radio and newspaper advertising. After interviewing those people who had purchased, or inquired for the test merchandise, ARBI's computed figures showed:

	Radio KBON	Newspaper	Both	Other	Total
% Traffic	45.2%	32.3%	3.2%	19.3%	100.0%
% Purchasing Merchandise	28.6%	30.0%	...	....	22.6%
% Dollar Value of Purchases	56.6%	43.4%	...	....	100.0%

Buy KBON . . . the Station That Gets Results!

KBON CARRIED ADVERTISING FOR 248 LOCAL MERCHANTS IN THE FIRST SEVEN MONTHS OF 1951

KBON INLAND BROADCASTING CO.
WORLD INSURANCE BLDG., OMAHA
Paul R. Fry, Pres. and Gen'l Sales Mgr.
John E. Pearson, National Repr.

JOS. WEED & CO.,
350 Madison Ave., New York.
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

177 Station Error

EL PASO's mayor, discussing local water problems, was scheduled to be heard on the five El Paso stations only but by mistake his talk was carried by 182 stations of the Liberty Broadcasting System. Dick Weaver, Liberty division manager of KELP El Paso blamed the mixup on telephone switching. A phone call from a California radio station informed Liberty of the error. Said the mayor, "Well, at least people over the country know we have a water problem."

AWRT CHAPTER

Women's Role Explored

OPPORTUNITIES and responsibilities of radio and TV—including those of "educating the public to the fact that women are people and should be judged on their individual merits"—were stressed by Mrs. Mildred McAfee Horton, wartime commander of the Waves and president of Wellesley College. She addressed the newly formed New York chapter of American Women in Radio & Television Sept. 24 at a dinner meeting.

Citing "the challenge which faces everyone connected with radio and TV," she said: "This is an incredible instrument. I am personally impatient with the people who expect a new tool to be managed with perfect skill in the infancy of everybody dealing with it. . . ."

Radio-TV, she said, "can be the instrument — as it is — by which truth permeates into lands where it is an unwelcome guest. Let it be equally true that it is an instrument at home to spread the truth without compromise."

The 94 members and guests who attended the dinner meeting to meet and hear Mrs. Horton also discussed plans for the chapter's future. According to President Margaret Cuthbert, supervisor of public affairs programs for NBC, there are 86 paid members in the local group, and over 500 in the national organization.

GERMAN FM

100 Stations Seen Covering Country

ABOUT 100 FM stations, varying in power from 250 w to 10 kw, are being established throughout Western Germany as part of FM networks operating by means of microwave transmission, the State Dept. has reported.

In a progress report on the development of FM in the Federal Republic of Germany, the department's Office of German Public Affairs emphasized that the independent German broadcast systems have turned to FM "as a means of providing their listeners with adequate service."

This development is a virtual necessity, according to the State Dept., because of the limitations placed on standard-band AM broadcasts in Germany by the Copenhagen frequency allocation plan.

As a result, nearly all receivers now produced are able to receive FM broadcasts and relatively inexpensive converters have been placed on the market for listeners in poor AM coverage areas.

American technical authorities have been particularly instrumental in coordinating the planning for the FM networks. Among U. S. authorities who have visited Germany is Robert Linx, FCC engineer, who traveled to Europe last year on a mission set up by the State Dept.

Geographic Aspects

Germany's various mountain areas, especially in southern Germany, make it possible to cover great distances from central transmission points, the State Dept. pointed out in its progress report. Coverage in the U. S. or Western zone is specially pinpointed in advance planning.

"This is in no small measure due to the insistence of U. S. occupation authorities and the Dept. of State that adequate broadcast coverage must be provided for the public wherever possible," the German Public Affairs Office explained.

German FM hookups have been organized to cover areas served by different radio companies chartered in various states as corporations under public law. Major programming areas are centered in Munich, Frankfort, Stuttgart, Hamburg and Baden-Baden. A secondary network has been set up in Bavaria, with the prime center at Nuremburg. It carries the same programs as those originated at Munich.

The networks are connected mainly by microwave facilities. The stations broadcast on 16 channels in the 87.7-93.7 mc band. Separation of 0.4 mc is provided. The military utilizes the upper portion of the band.

Nearly 40 outlets either have been completed or are in the final stages of completion in Western Germany. Reserve links also are under construction between cities.

The German populace is reported generally turning more and more to free radio, and particularly FM, as a means of strengthening the democratic elements in that country and as a bulwark against the revival of Nazism or state control [BROADCASTING • TELECASTING, Sept. 17].

IRISH NETWORK

Set on 44 Outlets

IRISH Football Network has reached a total of 44 stations carrying the entire game schedule of Notre Dame this season. Series is being fed by WSBT South Bend, Ind., where the school is located. Joe Boland, manager of the network and sports director of the station, handles the play-by-play for both home and road games.

Stations carrying the network feed are WARD Johnstown, Pa., WBBW Youngstown, Ohio, WBEN Buffalo, WBRD Ft. Lauderdale, WBZ Boston, WCFL Chicago, WCPO Cincinnati, WCSI Columbus, WCUE Akron, WDYK Cumberland, Md., WEAM Arlington, Va., WERC Erie, WERE Cleveland, WFBG Altoona, WGL Ft. Wayne, WHAY New Britain, Conn.

WHLL Wheeling, W. Va., WJEL Springfield, Ohio, WKAI Macomb, Ill., WKNX Saginaw, Mich., WMCA New York, WMUS Muskegon, WOKO Albany, WPEN Philadelphia, WQAN Scranton, KSTT Davenport, WSIV Pekin, Ill., WWEZ New Orleans, WWPB Miami, Fla., WWSW Pittsburgh, WVMI Biloxi, WXLW Indianapolis, KDTH Dubuque, KXOK St. Louis, WMIN St. Paul, WWBZ Vineland, N. J., WINR Binghampton, WITZ Jasper, Ind., WHIO Dayton, KTLN Denver, WCAW Charleston, W. Va., WBMD Baltimore, WLEA Hornell, N. Y., WELC Welch, W. Va.

Irish Football Network officials gave permission to the Armed Forces Radio Service to pick up the games from WMCA New York for overseas broadcasts.

BMI Clinic in N.Y.

NEXT New York radio clinic by Broadcast Music Inc. will be held at the Waldorf-Astoria Oct. 22 and 23. BMI has now conducted, with the cooperation of state broadcasters associations, a total of 45 clinics, 25 of them this year. Details of the New York sessions are being mailed all stations.

WRUL STOCK NEWS

Large Firms Sponsor

WRUL Boston has started its fifth year of shortwaving stock market quotations to listeners in Europe and South America. Sponsored, the program is titled *American Business Bulletins.*

The quotations are furnished by Merrill, Lynch, Pierce, Fenner & Beane on two separate daily broadcasts, sponsored by Remington-Rand, Westinghouse and Electric Autolite. One is aired at 4:45 p.m. (EDT) for the East and the other at 7:15 p.m. for Latin America. Announcer is Jack Terry.

According to WRUL, licensed to World Wide Broadcasting Corp. with studios in Boston and New York, the commercials are dignified and restrained, serving to promote good will for sponsors and American business. They seek to spread the influence and knowledge of benefits under American free enterprise, as well as apprising foreign investors in American stock.

Series was conceived as an experiment in 1947.

World Adds Two

WIN NEEDLES and Paul Kemper have been appointed to the field force of World Broadcasting System Inc., producers of transcribed library programs and commercial features.

AN INVITATION TO SUCCESSFUL ADVERTISING

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

NOW

MR. 580

CBS WHP 5000 WATTS 580 K.C.

National Rep. The Bolling Co.

5000 watts 580 k.c.

the key station of the keystone state . . . Harrisburg, Pa.

WHP

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 8, 1951.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—ART KING, Washington, D. C.

Business Manager—MAURICE H. LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 15,683.

MAURICE H. LONG.

Sworn to and subscribed before me this 2nd day of October, 1951.

MINNIE JACOBS,
(Seal) *Notary Public.*
(My commission expires November 14, 1951).

1ST in CHATTANOOGA in the morning

2ND in CHATTANOOGA in the evening

3rd in the nation of all ABC Hooper-rated stations in A.M. share of audience

Source: March, April, May—Hooper

WDEF
CHATTANOOGA
1370 KC • 5000 WATTS
Carter M. Parham, President

Represented by BRANHAM

PINPOINTING his native land is Mathias Felten (r), technical director of Radio Luxembourg, during visit to WLW-AM-TV Cincinnati. Discussing problems of converting from AM to TV operations are, in addition to Mr. Felten, James D. Shouse (center), chairman of the board, Crosley Broadcasting Co., and James Rockwell (l), Crosley engineering vice president.

KSOK NIGHT BID

FCC Denial Proposed

DENIAL of KSOK Arkansas City, Kan., request for 100 w nighttime on its present frequency of 1280 kc is proposed in an initial decision by FCC Hearing Examiner J. D. Bond. KSOK is presently a 1 kw daytimer.

The examiner said the proposed operation would be inefficient since it would use "substandard" power on a Class III or regional frequency. Minimum power for a Class III station is 500 w at night, the examiner stated, adding that KSOK could have "proposed a Class III station operation . . . complying with the requirements . . . so as to provide a protected standard broadcast service to all of the residents of the city of its location as well as to at least 10% more persons than are proposed to be served."

SCARCE METALS

RTMA Reports Savings

CONSERVATION techniques of radio-TV set manufacturers will save over 70,000 tons of critical metals in 1951, according to the Engineering Dept. of Radio-Television Mfrs. Assn., headed by L. M. Clement, Crosley Division of Avco.

The saving in materials has been effected by increased efficiency in design and production techniques and without any deterioration in the end product, according to RTMA. Metals involved are aluminum, cadmium, cobalt, copper, lead, nickel, iron and steel, tin, and zinc.

Basing its estimate on a production rate 20% below the 7,400,000 TV sets and 14,500,000 radios made in 1950, RTMA said most of the changes probably will not become effective until the second half of this year. Specific savings estimated for 1951 are: Aluminum, 1,324 tons or 21% compared to 1950; cadmium, 66 tons, 23%; cobalt, 229 tons, 36%; copper, 9,687 tons, 24%; lead, 239 tons, 21%; nickel, 367 tons, 28%; iron and steel, 54,058 tons, 24%; tin, 266 tons, 25%; zinc, 4,117 tons, 26%.

RADIO COPY GUIDE

BAB Aids Commercials

THREE-POINT radio copy formula for more effective commercials that will bring advertisers more results has been issued by Broadcast Advertising Bureau.

System breaks commercials down into three parts: (1) The main sales idea: (2) the proof of that idea, and (3) the advertiser suggestion that will encourage listener action.

Produced as a chart with accompanying letter of explanation and examples, the formula suggests stating the main sales idea clearly, truthfully, believably and in terms of listener interest. Prove the main idea, it advises, and then encourage buyer action with specific suggestions.

"Radio Copy-Minded Selling Aids" is available to BAB members for 15 cents and charts cost 25 cents. Nonmembers may buy them for 35 cents and $1, respectively, from BAB, 270 Park Ave., New York City 17.

Bradley Barker

BRADLEY BARKER, 68, well-known imitator of animal voices for both radio and motion pictures, died Sept. 29, at his Manhattan home. Mr. Barker—for more than 20 years an imitator of animal cries for radio—had mastered the individual voices of 58 species of animals, and during his career often appeared on 20 radio shows per week.

Lot in a Name

JUNIOR Advertising Club of Philadelphia has changed its name to the Philadelphia Guild of Advertising Men. Club president, Lee Keeler, Hopson Adv. Agency, explained, "When you look around at members' balding pates and graying temples, it's downright difficult to imagine them as juniors in anything. Then, too, most of the club's members are executives with their companies and the junior connotation is hardly flattering." New name was submitted by J. T. McCourt, Gray & Rogers.

In Greater Grand Rapids
. . . the most ears
are WOODpecked!

5000 WATTS
NBC
AFFILIATE

WOOD
GRAND RAPIDS, MICHIGAN

ALSO WFDF, FLINT; WEOA, EVANSVILLE; WFBM, INDIANAPOLIS • KATZ AGENCY

FILM COUNCIL

State Dept. Names

CREATION of a 12-man Film Advisory Committee to advise the U. S. Advisory Commission on Information on the continuing study of America's "Campaign of Truth" has been announced by the State Dept. It joins department action which also provides for radio-TV and other media panels.

Among those named to the group are Ralph W. Steetle, executive director, Joint Committee on Educational Television; Donald K. White, executive vice president, National Audio-Visual Assn., and Mark May, Yale U., who will serve as committee chairman. Mr. May also is a member of the commission, which includes Justin Miller, NARTB board chairman anud general counsel. Commission is headed by Erwin D. Canham, editor, *Christian Science Monitor*.

NCCJ Series

RADIO series of 12 weekly programs, *Operation Brotherhood*, sponsored by the National Conference of Christians and Jews, started Sept. 29 (12:15 p.m. EDT, NBC) with Celeste Holm and George Murphy starring in the first program. Ten other entertainment stars will participate in the live and recorded series, dedicated to the theme that "No man is an island; no man stands alone." They are Pat O'Brien, Edward Arnold, Loretta Young, Ronald Reagan, Jean Hersholt, Selena Royale, Jack Benny, Raymond Massey, Audrey Totter, and Lionel Barrymore.

Powerful 'WHIMpact'

WHIM Providence is promoting its impact on the buying public through large ads in *The Providence Journal*. Ad includes three photographs showing heavy first-day business of a shoe store which used only radio to announce its grand opening. Segment of copy, alluding to photos, says, "Here's startling proof that radio is still the most powerful advertising medium."

W. I. GRIFFITH

Educator Dies in Iowa

WALTER IRVING GRIFFITH, 73, one of the nation's leading exponents of education by radio, died Sept. 28 in Ames, Iowa.

Mr. Griffith, born on a farm near Millersburg, Iowa, spent his adult life in education and kindred fields and looked forward to the development of education by radio and television.

In 1934, he was elected president of the National Assn. of Educational Broadcasters. He served as director of WOI Ames from 1925 to 1946. In 1946 he became educational director for the station.

Mr. Griffith prepared a "20-year plan" in which he stated that if and when television became a reality, WOI should take the fullest advantage of the service for the public.

In February 1950, WOI-TV became the first educational television station in the nation.

Mr. Griffith currently was treasurer of the National Assn. of Educational Broadcasters.

In 1904, he was married to the former Katherine M. Hess, a Lone Tree, Iowa, schoolteacher. They had three children, Eugene S., Gerald I., and Katherine M.

MBS NEWSCASTS

Service Increased

MBS NEWS and commentary programs each week now total 22, of which 14 are five-minute editions, network officials reported last week. Two years ago, Mutual carried only nine news shows, including one five-minute digest.

Programming structure has been keyed to listeners' demands, with cold war in Europe and fighting in Korea considered the contributing causes, officials said. Two newscasters, H. R. Baukhage and Hazel Markel, have been added in recent months to the permanent staff of four: Bill Henry, Frank Singiser, Les Higbie and Robert F. Hurleigh.

COLUMBIA PACIFIC *O'Hara* series moves to new Sunday period, 7-7:30 p.m. (PDT).

Arizona Gov. J. Howard Pyle (l) addresses Navajo tribal council via KGAK's all-Navajo show as Mr. Jones interprets talk in native language. Gov. Pyle is vice president-program director of KTAR Phoenix.

★ ★ ★

NAVAJO SHOW

Indian Program on KGAK

KGAK Gallup, N. M., has started a Navajo Indian language program, the *Navajo Hour*, Saturday, 2-3 p.m. Station claims it is the first all-Navajo program ever aired.

Disc jockey and announcer is Paul Jones, official interpreter for the Navajo tribal council. A Navajo himself, Mr. Jones lived for many years in Chicago and Boston and is a college graduate. He speaks both Navajo and English fluently.

Program consists primarily of news from the tribal council and the U. S. government. Also included are items from various Navajo communities. KGAK covers more than half of the Navajo population, estimated at over 70,000, station reported.

DEMOS TAKE AIR

With Early Oct. Flurry

FLURRY of Democratic Party activities in early October has resulted in a number of commitments for public service radio network time. Kickoff took place last week with the three-day National Convention of Young Democratic Clubs of America at St. Louis.

Keynote address was delivered Thursday by Arkansas Governor Sidney S. McMath, speaking on CBS Radio, 5-5:30 p.m. EST. Another speech was slated by Sen. Warren Magnuson (D-Wash.) for Friday over MBS, 10:30-11 p.m. EST, on a delayed basis. Vice President Alben Barkley is scheduled to address the Democratic National Conference of Western States tonight (Monday) on NBC, 11:30-12 midnight EST. He will speak before some 2,000 Democrats convening in Los Angeles.

CBC Regulations

A NEW BOOK OF regulations is now being drawn up by the Canadian Broadcasting Corp., to apply to all Canadian broadcasting, which the CBC regulates under the Canadian Broadcasting Act. There has been no revision of broadcasting regulations for close to a decade.

FLQN NAMES YOUNG

Officers Re-Elected

FOREIGN LANGUAGE Quality Network confirmed the appointment of Adam Young Jr. Inc. as its national sales representative at the annual meeting held last week in New York. Announcing that PN Garments has contracted for a series of programs on FLQN stations, Adam Young Jr. pointed out that foreign-language time sales have remained consistently high on all member stations.

Network officers re-elected include Ralph N. Weil, WOV New York, president; Aldo DeDominicis, WNHC New Haven, treasurer; E. Douglas Hibbs, WTEL Philadelphia, secretary.

William C. Mitchell

WILLIAM CLYDE MITCHELL, 52, president of CKCR Kitchener, Ont., died of a heart attack Sept. 26 after being stricken at Toronto while attending the first annual meeting of the Central Canada Broadcasters Assn., where he was elected treasurer. Well-known in Canadian broadcasting circles since he started CKCR 22 years ago, he was formerly a hockey player with Toronto teams. He is survived by his wife and one son, James C., of Kitchener, as well as two brothers and a sister.

THE QUAD-CITIES
ROCK ISLAND • MOLINE
EAST MOLINE • DAVENPORT
a unique combination of 4 cities in 2 states - on the Mississippi River

THE four Quad-Cities are as cohesive as a strong backfield. These cities, each a vigorous individual unit, *together* comprise a potent combination that puts the Quad-Cities in big-time company. Here 234,256 Quad-Citians live similarly to people in the boroughs of New York. Alert time buyers know this fact and are making profitable sales to Quad-Citians whose per capita effective buying income is 14th among sales management's 162 Metropolitan areas. Write for brochure on this unique Quad-City market.

WHBF sells to Quad-Citians!

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

26 YEARS
OF SERVICE
to the
MADISON AREA
Thru
POWER, PRESTIGE, PERFORMANCE

WIBA
MADISON
WISCONSIN
NBC

Avery-Knodel, Inc., Representatives
Badger Broadcasting Company
5000 WATTS ON 1310 . . . ESTABLISHED 1925

MO. SESSIONS

Name Griswold President

GLENN GRISWOLD, KFEQ St. Joseph, Mo., was elected president of the Missouri Broadcasters Assn. at its semi-annual meeting held Sept. 26 at the Hotel Robidoux, St. Joseph.

S. E. (Art) Sloan, KXLW St. Louis, was elected vice president. Pearson Ward, KTTS Springfield, was re-elected secretary-treasurer. Directors for the coming year in addition to these officers are: John Schilling, WHB Kansas City; Sam Burk, KIRX Kirksville; Mahlon Aldridge, KFRU Columbia, retiring president, and Bob Neathery, KWPM West Plains.

Speakers at the meeting, attended by some 35 broadcasters, were Carl Haverlin, president of BMI, and John Naylor, Gardner Adv. Agency, St. Louis. Group was briefed on civil defense by Charles E. Dewey Jr., chief of communications of the Office of Civil Defense in Missouri. Others addressing the meeting were Col. Verne Logan, Central Air Defense Command, and Ernest Thelemann, FCC.

SCOTT, MECK MERGER

Both Boards Approve

PROPOSED merger of John Meck Industries, Plymouth, Ind., with Scott Radio Labs, Chicago, was approved last week by the boards of both radio-television manufacturing companies. Meck and Scott shareholders will vote on the proposal Oct. 15 and 23, respectively.

The plan provides for absorption of the Meck company by Scott Radio Labs, with issuance of 1.3 shares of Scott stock for each Meck share. John Meck Industries would relinquish its 131,600 shares of Scott stock. John S. Meck is president of Scott as well as the firm which bears his name.

Both boards, in making public their approval, stated operations of the two concerns "are complementary" and the proposed merger would result in "substantial savings" in a "unified operation."

MICHIGAN Assn. of Broadcasters' board of directors drafts final plans for the association's annual meeting, set Nov. 2-3 at Detroit's Fort Shelby Hotel. Meeting last week in Battle Creek, board approved appointment of Jordan Jenkins, Lansing, as association's state-legislative advisor. Seated (l to r) are Lester Lindow, WFDF Flint, vice president; Dan Jayne, WELL Battle Creek, secretary-treasurer, and Edward F. Baughn, WPAG Ann Arbor, president. Standing (l to r) are Leonard Versluis, WLAV Grand Rapids; Dr. Willis Dunbar, WKZO Kalamazoo, and Don De Groot, WWJ Detroit.

MURRAY NAMED

WORC General Manager

APPOINTMENT of Kenneth B. Murray as general manager of WORC Worcester, Mass., was announced last week, along with other appointments under the station's new ownership. Station is launching a promotion campaign on the theme, "Things Are Happening at WORC." Mr. Murray is former vice president and part owner of WNEB Worcester.

Arthur Sydney is commercial manager; Harry Cohoon, news editor; Dorothy Murray, traffic manager. Bill Pierce, former WNEB personality, is chief announcer. Officials said a complete new announcing staff has been set up. Chet Morino is salesman.

WORC will be represented by Headley-Reed Co. It has installed new studio and office equipment and has Associated Press news service. The station is owned by Radio Worcester Inc., headed by President C. George Taylor and Vice President Robert T. Engles, owners of WHIM Providence.

MUSIC COURSE

WQXR Works With College

"ENJOYMENT of Music," listed in the Brooklyn College catalogue as Music R-1, is being offered as an accredited home-study course by the school's Radio-Television Center with the cooperation of WQXR New York.

Course is built around WQXR's *Symphony Hall*, heard Friday 8:05-9 p.m. EST, and started last week. The same broadcasts are sponsored by General Electric over 13 stations of Rural Radio Network in New York and Pennsylvania.

Students are required to listen to 13 programs and complete five written assignments, outlined in a study guide which also gives information about music on each program, reading lists and additional recorded material. Guide was written by Harold C. Schonberg, music and record reviewer for the *New York Times*, and Harold G. Lawrence, director of recorded music for WQXR.

Study is intended to develop a capacity for creative—rather than merely passive—listening. Enrollees may take the course as an elective toward the two-year diploma from Brooklyn College or may study without credit. Radio listeners who want a copy of the study guide may obtain it from the college for $1.

KERG Joins CBS

KERG Eugene, Ore., has joined the CBS Radio network as a supplementary station in the Pacific Coast group, it was announced Monday [CLOSED CIRCUIT, Sept. 24]. The 204th affiliate, KERG operates with 1 kw unlimited on 1280 kc. L. W. Trommlitz is general manager.

NJBA MEETING

Alger Elected President

SELLING and programming shared honors on the agenda of the New Jersey Broadcasters Assn.'s Fourth Annual Radio Institute held at Bridgeton Sept. 27-28.

Paul Alger, WSNJ Bridgeton, was elected NJBA president succeeding S. Carl Mark, WTTM Trenton. Ranulf Compton, WKDN Camden, and Thomas B. Tighe, WJLK Asbury Park, were re-elected vice president and secretary-treasurer, respectively, while Fred Weber of WKDN and Harry Goodwin, WNJR Newark, were named to the executive committee.

Program awards for the year were presented to WNJR, whose coverage of the summer's gas tank explosions in Newark was acclaimed the best public service broadcast; WTTM for its *Meet Mary* program, featuring Mary Wilson, which was named the best women's show; WCTC New Brunswick, for its farm bulletin program, adjudged first in the morning-show category, and for its *Little League*, selected as best sports show; and WJLK for its coverage of the Woodbridge train disaster, named best news show.

Management problems were explored by a panel consisting of Fred Bernstein, WTTM, Mr. Goodwin and Mr. Tighe. Mr. Bernstein reported WTTM had tackled the summer slump problem by concentrating efforts, in February and March, on sales of 26-week rather than shorter-term contracts. Result was that the past summer was the station's most successful.

Peterson Claims Fallacy

In a banquet address, Dr. Houston Peterson of Rutgers U. scoffed at the notion that TV will kill radio. He pointed out that radio serves a definite need. He advised small stations to experiment more and extend radio's boundaries, following the example of little theatre groups, for instance.

Other features of the two-day meeting included an off-the-record talk by Dr. John W. Riley Jr., Rutgers U., reporting on a recent visit to Korea; a presentation on "Your News and Its Revenue Potentials" by Oliver Gramling of Associated Press, and an expression of congratulations to WJLK's Station Manager Tighe on his station's victory in winning judicial acknowledgement that radio stands parallel with the press under the Bill of Rights [BROADCASTING • TELECASTING, Oct. 1].

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 6202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

REACHES 93,217 RADIO FAMILIES WEOK POUGHKEEPSIE
REPRESENTED BY DEVNEY

OCTOBER 8, 1951

TELECASTING

THE CURTAIN'S UP...

on a great new hour and a half of top-flight television entertainment...

two wonderful

TUESDAY

night programs (designed for literate audiences) that will build and build and build:

KEEP POSTED — 8:30 P.M. (EST.)

A provocative thirty minutes spotlighting the "big issue" in the week's headlines

Presented each week by Curtis Publishing Company

COSMOPOLITAN THEATRE — 9-10 P.M. (EST.)

A full-hour dramatic presentation of outstanding stories by the foremost writers of the day

Presented each week by Drug Store Television Productions

DU MONT TELEVISION NETWORK 62 Affiliated Stations

A Division of Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22 • MU 8-2600

$900 buys a lot of lunches in 8 big markets...

Look closely. This is a man who pays $900 to have a luncheon date with thousands and thousands of women in 8 major cities—all in one day. Magic? Not really. Good business? Decidedly. The man at the table is just one of the alert advertisers who picks up the check for low-cost, midday selling in the busiest, most vital television markets in the country today.

He ***discovers*** that for slightly less than $900 his one-minute sales message can reach housewives in an 8-city daytime market of 7,000,000 television homes.

He ***finds*** that over half of ***all*** television sets throughout America are concentrated within this 8-market area—and he learns that 33% of all U. S. buying power . . . 30% of all retail sales . . . 32% of all food consumption . . . 29% of all drug purchases in the entire nation lie within their boundaries.*

*SOURCE: Sales Management, 1951

He ***knows*** there is no better, more economical mid-daytime buy than participations in one or more of these top programs on the 8 key market stations represented by NBC Spot Sales:

WNBT—New York

Date in Manhattan.....12:00-1:00....M-F
The Eve Hunter Show..... 1:00-2:00....M-F

KNBH—Hollywood

Foods for Thought.....2:00-2:30....M-F
Monty Margetts.....2:30-3:00....M-F
Bill Stulla's Parlor Party.....3:00-4:00....M-F

WNBQ—Chicago

Meet Mintz.....12:00-12:15....M-W-F
Matinee Playhouse..... 1:00- 2:00....M-F

WPTZ—Philadelphia

Deadline for Dinner.....2:00-2:30....M
Charm Clinic.....2:30-3:00....M-W-F
Something Special.....2:30-3:00....T-TH

WBZ-TV—Boston

Hollywood Spotlight Review..12:30-1:00....M-W-F
Down to Earth.....12:30-1:00....TH
Domestic Diary..... 1:00-1:15....M-F
Matinee Today..... 1:30-2:30....M-F

WNBK—Cleveland

Idea Shop.....12:30-1:00....M-F
Film Trio..... 1:00-2:00....M-F

WNBW—Washington

Nancy's Notebook.....12:30-1:00....M-W-F
Inga's Angle.....12:30-1:00....T-TH
People's Playhouse..... 1:00-2:00....M-F

WRGB—Schenectady-Albany-Troy

Taste Time with Bonnie Ross..1:15-1:30....M-W-F
Rollin' with Stone.....1:30-2:30....M-F

Like to investigate this blue-plate special? The place to begin your selling schedule in daytime television is on the stations served by NBC Spot Sales.

The man to call is your NBC Spot Salesman who has all the details on the best daytime spot buys in these 8 major television markets.

The time to investigate is *now*.

NBC Spot Sales New York Chicago Cleveland San Francisco Hollywood

National Press Bldg. Washington 4, D. C.

OCTOBER 8, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

TV CODE TAKES SHAPE

NARTB To See Draft Oct. 19

By J. FRANK BEATTY

THE NATION'S telecasters—at least those who belong to NARTB—will have a chance next week to decide if they want to be regulated by a code of self-discipline.

A document setting up stringent program and advertising standards was drawn up last week by the NARTB Television Program standards Committee. It will be submitted to the NARTB's television members at a meeting to be held Oct. 19 in the Stevens Hotel, Chicago.

Four subcommittees that had worked weeks on the code submitted the results of their labors to the full committee last Tuesday and Wednesday, under chairmanship of Robert D. Swezey, WDSU-TV New Orleans. They had drawn up their portions of the code in an NARTB move to ward off government censorship and listener wrath.

Highly Secret Draft

There emerged from the committee a highly secret draft that will be kept under wraps until the association's TV members enter the Stevens Tower auditorium Friday of next week. Non-members are not eligible to attend.

The full code committee worked a day-and-a-half on the four subcommittee reports. They came up with a document that is understood to have two key provisions [CLOSED CIRCUIT, Oct. 1]:

1. NARTB seal for those subscribing to the code.

2. Penalty for subscribers who violate it.

Along with these features, not present in the 3½-year-old NARTB radio Standards of Practice, is a set of time standards for advertising copy. Committee members refused to make public the details of these standards but it is believed they followed closely the time limits in the radio document.

Of special interest to telecasters, it was indicated, is a clause governing use of advertiser insignia during television programs. This applies a percentage formula to such insignia, limiting use of such advertiser identification to a specified ratio.

The TV code situation took a new turn last week when it was learned that CBS is in the process of drawing up its own code. CBS as a network does not belong to NARTB-TV nor does it belong to NARTB's radio operation.

The CBS code is described as "a continuing study" and to some extent the principles are being put into effect as they are developed.

Meeting of NBC television affiliates was called for Oct. 18 in Chicago, a day ahead of the full NARTB TV membership meeting. NBC officials said the meeting was called "by a couple of affiliates" but they refused to discuss the matter and "weren't sure that all those signing the letter requesting a meeting were actively behind it."

Much attention was devoted last week by the NARTB code writers to the seal of approval and penalty provisions. Committeemen felt the NARTB seal should be widely pub-

(Continued on page 81)

NARTB TV CODE writers drew up draft of document to be submitted Oct. 19 to TV membership. At Tuesday-Wednesday meeting were (seated, l to r): Harold E. Fellows, NARTB president; Davidson Taylor, NBC; Robert D. Swezey, WDSU-TV New Orleans, committee chairman; Justin Miller, NARTB board chairman; J. Leonard Reinsch, WSB-TV Atlanta; Clair R. McCollough, WGAL-TV Lancaster, Pa. Standing, Henry W. Slavick, WMCT (TV) Memphis; Thad Brown, NARTB TV director; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; James L. Caddigan, DuMont Network; James C. Hanrahan, WEWS (TV) Cleveland; Donald W. Thornburgh, WCAU-TV Philadelphia; Harry Bannister, WWJ-TV Detroit; C. E. Arney Jr., NARTB secretary-treasurer. Walter J. Damm, WTMJ-TV Milwaukee, is not shown.

EDUCATIONAL TV

Sen. Johnson Gives Veiws

PITHY observations on the use of reserved TV channels by educators featured a plea for more VHF channels for Colorado, particularly Denver, by Sen. Edwin C. Johnson (D-Col.) among the 122 filings last week in the "paper" TV allocation proceeding. Total of filings as of Friday was 736.

Chairman of the Senate Committee on Interstate & Foreign Commerce, which oversees the FCC, and active in many facets of the TV freeze, Senator Johnson made these remarks about the reservation of frequencies for non-commercial, educational TV in his personal filing:

"There has been some intense drum beating throughout the country for noncommercial, educational purposes. In theory, and at first blush, this proposal shines with great luster. As a practical matter, after close scrutiny, one observes that the brightness covers little ground and the glitter is only skin deep. Why is this so?"

The Senator answered his own question by pointing to the "huge capital outlay" required to build a TV station and the "huge" expenses required for operations.

Sees 10 Year Delay

Neither the U. of Denver nor any other educational group will be ready during the next 10 years to apply for a license and state it is "fit, willing and able" to operate a TV station, the Senator declared.

"It is my belief, as I have repeatedly said," he continued, "that the Commission should and could impose a condition in all TV licenses that a certain amount of time be made available for educational purposes in the public interest as a sustaining feature.

"In this manner, TV can become available for educational work now without saddling schools with the enormous burden and expense of constructing and operating a noncommercial, educational station."

Senator Johnson first proposed the fixed-time idea when his committee had FCC Chairman Coy before it last July [BROADCASTING • TELECASTING, July 23].

It also has been taken up by Sen. William Benton (D-Conn.), who included it in his bill to establish a National Advisory Board for Radio and Television [BROADCASTING • TELECASTING, Sept. 10, 3].

In his request for more Denver VHF channels, Senator Johnson

(Continued on page 85)

GIANT local TV time sale by WNBQ (TV) Chicago involving Mon.-Fri. sponsorship of feature films by Alan's Industries, Chicago, affirmed by (l to r): Seated, Harry Kopf, NBC Chicago v.p.; Alan Kritz, pres., Alan's Industries. Standing, John McPartlin, station sls. mgr.; Terry Dickson, Dickson & Wiebe Agency; Ted Gaines, legal counsel, Alan's; Edward Wiebe, of D & W; Thomas Horan, WNBQ account exec.

LINEUP on this Standard Oil of Indiana contract giving AM and TV rights of Chicago Bears football pros to WGN-TV Chicago and 15 Midwest stations is (l to r): Seated, A. W. Peake, pres., SO, and Owner-Coach George Halas, of Bears; standing, Dwight F. Benton, gen. mgr. sls., Wesley I. Nunn, adv. mgr., both SO, and Sidney A. Wells, v.p., McCann-Erickson, Chicago, agency.

FINAL touches put on Miller Brewing Co. (Miller High Life beer) sponsorship of professional football championship game to be telecast coast-to-coast. Rights were purchased from the DuMont Television Network for game tentatively set for Dec. 23. Bert Bell, National Commissioner of professional football (l) handles pen. With him are Tom Gallery (center), special events dir., DuMont, and Vernon S. Mullen Jr. (r), Miller's adv. mgr.

OKAYING 52-week contract for *Boston Blackie* over WKY-TV Oklahoma City effective Oct. 14 is W. A. Coleman, v.p., Standard Food Markets Inc. Standing are W. J. Willis (l), WKY-TV coml. dept., and G. V. Wampler (r), adv. mgr., Standard Food. The 30-minute series is scheduled for 6:30-7 p.m. Sunday.

TV ADVERTISER Gil Schaefer signs for *Football Incorporated*, featuring Detroit Lions professional football talent, on WXYZ-TV Detroit on behalf of his Walker Motor Ford dealership. Attending ceremony are (l to r): Jimmy Riddell, pres., WXYZ; Sportscaster Don Wattrick; Mr. Schaefer; and Fred A. Epps, Rex. Adv. Co., agency for Mr. Schaefer.

GULF Refining Co. becomes sponsor of *Sports of All Sorts* on WHIO-TV Dayton in this sendoff: (L to r) R. N. Mullen, mgr., Gulf retail sales; Si Burick, sports editor, Dayton *Daily News* and emcee of program; Don Lyons, prog. dir., WHIO and show's announcer; W. R. Huber, Pittsburgh, gen. sls. mgr., Gulf; R. R. Johnston, Div. gen. mgr., Toledo district.

UHF TUNER

Displayed by Tarzian

TUNING DEVICES designed to permit full reception of both VHF and UHF telecasts by a single video receiver were demonstrated Thursday at Bridgeport, Conn., by Sarkes Tarzian Inc. TV chassis equipped with the Tarzian devices received the World's Series program by VHF from New York and by UHF from the RCA-NBC experimental station at Bridgeport.

The new Tarzian VHF tuner, TT16, features full 12-channel VHF performance, plus a UHF position in which the tuner is changed to an amplifier for UHF intermediate frequency, Mr. Tarzian explained, the switch position being added to the existing 12 so that full VHF and full UHF are available. When the TT16 tuner is utilized in a VHF video receiver, UHF reception can be provided by a full range Tarzian UHF tuner which connects to a special input circuit in the TT16 tuner by means of brackets permitting easy field installation.

The UHF tuner was said to cover the full range of 470-890 mc, with a three-section tuning element, two used for band-pass input and one for oscillator tuning.

Mr. Tarzian, operator of WTTS and WTTV(TV) Bloomington, Ind., as well as head of his electronic parts manufacturing firm, and C. L. Cade, distributor sales manager of Sarkes Tarzian Inc., conducted the meeting, attended by some 25 representatives of the technical electronics press.

MOVIE TV TAX

Asked by Phila. Council

LICENSE fee threat to Philadelphia theatre TV exhibitors, lurking in the background since the Robinson-Turpin fight showing, has materialized with a City Council petition to the state legislature.

The council petitioned to ban theatre television as "a pernicious and monopolistic practice limiting the display of popular TV programs to a few exhibitors." The objections were contained in a resolution introduced by James G. Clark and approved by the council. Mr. Clark had promised such action after the Robinson-Turpin fight [BROADCASTING • TELECASTING, Sept. 17].

At the same time he also introduced an ordinance under which exhibitors would pay a $1,500 license fee to show closed circuit programs. Proposal was referred to the public safety committee. Public hearings will be held on his suggestion if Pennsylvania does not prohibit these showings, he added.

Three other Philadelphia members of the legislature also indicated they plan to author a bill requiring a $2,000 license fee for places using direct TV with an admission charge. The bill would cover Philadelphia and subject violations to a $5,000 fine.

NEW STATION BIDS

KOOL, KIFI File With FCC

TWO TV applications were filed last week with FCC for Phoenix and Idaho Falls, and an application for Mobile, Ala., was indicated.

KOOL Phoenix asked for Channel 10 with 200 kw radiated power. It estimated $359,208 for construction, $110,000 per year operating costs.

KIFI Idaho Falls filed for Channel 3 with 3.06 kw radiated power. It plans to spend $82,462 on building, $90,000 yearly for operating. Same interests intend to apply for Pocatello, Boise, Twin Falls, Idaho; Butte, Mont.

A Mobile, Ala. application will be filed in name of Mobile Television Corp., organized by *Mobile Press Register* and WDSU-AM-TV New Orleans interests.

Officers of the new company are Edgar B. Stern, Jr., chairman; R. B. Chandler, president; William J. Hearin, Jr., Robert D. Swezey, A. Louis Read, Walter D. Bellingrath, vice presidents; Lester Kabacoff, secretary and ass't. treasurer; Arthur Tonsmeire, Jr., treasurer. Messrs. Stern, Swezey, Read and Kabacoff are WDSU principals; Messrs. Chandler, Hearin, Bellingrath and Tonsmeire are *Press Register* principals.

Meanwhile, KDYL-TV Salt Lake City plans a new antenna installation atop 9,363-ft. Mt. Nelson in the Oquirrh Range west of Salt Lake, it has been announced by S. S. Fox, president and general manager of KDYL-TV. Power of 50 kw radiated would not only cover 85% of Utah's population, but would also make some TV service available to Southern Idaho, Mr. Fox said.

HILL OR NO HILL

They Get Programs

OUT IN THE mountain area of western North Carolina two ambitious residents living on Route 2, Sparta, are getting TV reception in the shadow of a ridge.

Having bought receivers, Gene R. Irwin and Bert Shumate decided to do something about it when they couldn't get any pictures. Mr. Shumate's son Hershey, who was taking a correspondence electronics course at the time, went to work on the problem.

The two families put up a 30-foot pole 1,500 feet away. It sat atop the mountain that was barring the TV signals. From an antenna on the pole they connected two No. 6 bare copper wires, using spacers every five feet to keep wires an inch apart. The wires are held up by small posts. A two-set TV coupler was attached at the Shumate home. From this coupler the wires were carried another 1,500 feet to the Irwin home.

The Shumate signal was fine but the Irwin's had only a fair picture so a booster was placed on his set. Later another booster was installed. Antenna has automatic timer.

BASEBALL THRILLERS

Seen Coast-to-Coast

WORLD SERIES baseball — as well as the playoff games between the Giants and Dodgers for the National League Pennant—were telecast coast-to-coast for the first time last week, through the combined efforts and competition of two networks and a local New York outlet.

Transcontinental television had been utilized previously for coverage of the Japanese Peace Treaty signing in San Francisco [BROADCASTING • TELECASTING, Aug. 27] and for the special Crusade for Freedom marathon [BROADCASTING • TELECASTING, Oct. 1].

Sept. 29 Broadcast

The nation-spanning hookup had been introduced commercially for the first time Sept. 29 when networks started airing regular shows from East to West [BROADCASTING • TELECASTING, Sept. 24]. First West Coast transmission to the rest of the United States did not occur, however, until last Sunday (Sept. 30) when the *Red Skelton Show* and Eddie Cantor's appearance on the *Colgate Comedy Hour* were transmitted from Hollywood.

Coast-to-coast baseball telecasts had been set for an NBC exclusive with the network's purchase of television rights to the World Series. Part of the agreement required that NBC share its picture with any MBS-affiliated stations that might have TV outlets. MBS carried the series radio coverage.

Baseball TV hassle really started when the unexpected playoff was required in the National League. WOR-TV, which does not have a network affiliation but has rights to Dodgers games, was approached with virtually nation-wide offers to participate in their exclusive on the first playoff game. WOR in turn approached ABC, which thought it might obtain sponsorship from the American Tobacco Co., but while negotiations were in progress, CBS-TV bought the rights. The Columbia network was still clearing outlets five minutes before the playing started.

Since WOR-TV and CBS-TV facilities could not be connected readily, however, ABC was called upon to make the match, which they did through their 67th St. studio located next door to WOR-TV facilities. ABC then passed transmission along to AT&T, which relayed the program to CBS-TV outlets for participation by 42 stations. Since transcontinental facilities so far allow transmission of only one program in each direction, CBS-TV had to get a release from NBC, which had arranged for the time. In turn, CBS-TV yielded its Tuesday and Wednesday time to NBC-TV, which had secured network rights to the last two games.

KFEL's Closed Circuit

KFEL, Denver MBS affiliate, obtained series rights—although Denver is a non-television city—for closed circuit telecast. KFEL installed receivers in the local Brown Palace and Cosmopolitan Hotels and other locations for public viewing.

Coverage of the first playoff was cooperatively shared throughout the nation, while Liggett & Myers (Chesterfield Cigarettes), backer of all Giant games this season, sponsored the last two games, carried by NBC from the Polo Grounds after rights were purchased from WPIX New York, title-holder for Giant coverage throughout the season.

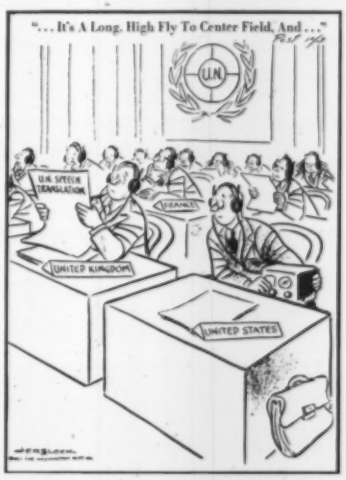
Mutual network, carrying the playoffs on radio, donated coverage of the first half of each game, while R. J. Reynolds Tobacco Co., for Camel Cigarettes, paid for the final half.

50 Million Viewers

NBC-TV, which had picked up the last two playoffs from WPIX, reciprocated by granting World Series participation to the local outlet. With WOR-TV handling World Series originations for NBC-TV, therefore, three television stations in New York—WNBT, WOR-TV, and WPIX—and two radio stations—WOR and WINS—were carrying the events. Nation-wide television audience topped 50 million viewers, it was estimated, when some 52 stations affiliated with NBC carried the series, in addition to several Mutual-related TV outlets. Gillette Safety Razor, which had bought series sponsorship for the next three years, was sponsor.

To handle television camera work for the series games, WOR-TV moved a quarter of a million dollars worth of equipment into the Polo Grounds prior to the opening of the games there. Their inventory listed a notable assemblage of cameras, monitors, receivers, synch generators, test equipment, relays, cables, and fire extinguishers with a total weight in excess of six tons. More than 50 technicians were required to handle operations at the field.

As actual coverage settled into the already-done departments of radio and television outlets last week, special individual programs were being prepared for late-evening schedules—by film, by transcription—to let all America, evening as well as daytime audiences, know about their favorite sport.



Herblock in *Washington Post*

NBC SITES

Bklyn., Chicago Expansion

NBC WILL SPEND more than $500,000 on a new video studio at its Chicago headquarters in the Merchandise Mart, Central Division Vice President Harry Kopf announced last week. Construction, which will start immediately, is expected to be completed and the studio in service by the beginning of next year, he said.

The new video studio for WNBQ replaces former radio Studio E. Three camera chains will be included in the studio plan and dressing rooms will be built into an adjacent corridor.

NBC-TV Chicago has five other studios. The largest is on the enlarged stage of the Studebaker Theatre on S. Michigan Ave., while the others are located in the Mart.

Brooklyn Purchase

Tract of land in Brooklyn has been purchased by NBC from Vitagraph Corp., subsidiary of Warner Bros. Pictures Corp., on which will be constructed the network's largest television studio, according to Joseph V. Heffernan, NBC financial vice president.

The purchase contract signed last week describes the area as containing several buildings, one of which will be converted into the new studio measuring 85 x 185 ft., or 15,725 sq. ft. of floor space. Having already taken possession of the premises, NBC will shortly begin construction of the new studio.

SET OUTPUT CUT

Defense Brings Conversion

WITH TV receiver production cut to 40% of last year's total, the DuMont Television Receiver Manufacturing Plant at East Patterson, N. J.—described as the world's largest, with 480,000 square feet capacity—is being converted to production of electronic equipment for U. S. military needs, it has been announced.

Dr. Allen B. DuMont said that raw material requirements for the defense effort necessitated the cut in receiver production, and disclosed that two of the plant's four conveyor lines have already been allocated to government production.

WISHING each other good luck at a cocktail party before NBC-TV's *Comedy Hour* had its first transcontinental run on the microwave relay from Hollywood are (l to r) Robert Healy, ad manager, Colgate-Palmolive-Peet Co., sponsor; Eddie Cantor, star, and Sam Fuller, executive producer.

BENDIX CONTRACT

NBC-TV Signs Film Star

ALTHOUGH financial arrangements weren't revealed, William Bendix, film and radio star, has been signed to an exclusive long term NBC-TV contract. With no definite format having been worked out as yet for a regular weekly program, it is understood he will fill guest spots on various NBC-TV shows for the time being. Mr. Bendix for several seasons starred in *Life of Riley* on radio.

NBC-TV also is negotiating with Al Pearce, comedian, to bring him out of retirement and revive his radio show, *Al Pearce and His Gang*, on a five-weekly 60-minute daytime participating sponsorship basis for video. Since leaving show business a few years ago, Mr. Pearce has been devoting time to a prune-pitting machine which he developed and is marketing.

AUDIENCE participation program *What's The Name of That Song?* moves from KTSL (TV) Los Angeles to KHJ-TV that city. Thrifty Drug Stores is sponsor through Milton Weinberg Adv., L. A.

R.I.P.: Tube RCA-8D21

TV TUBE RCA-8D21, 9,254.8 hours old, passed away while in operation last month at KING-TV Seattle, Wash. The TV transmitter tube was born in Lancaster, Pa., and was graduated from the RCA production lines in due course. Though serving almost exclusively and continuously with KING-TV, RCA-8D21 achieved recognition for its advanced, record-breaking service. Death was attributed by George Freeman, KING-TV chief engineer, to old age. He reported it was "vigorous and full of electrons to the end." It was replaced by a younger member of the television transmitter section.

IN REVIEW . . .

THE RED SKELTON SHOW, which made its video debut on NBC-TV Sept. 30 for Procter & Gamble, gave Star Skelton a rigorous workout in his initial performance that may be hard to maintain —if at all desirable—in subsequent showings.

Save for a brief musical interlude, when the Skylarks sang and danced "Hallelujah" and during a couple of filmed commercials for Tide and Camay, Mr. Skelton remained in front of the cameras—and microphone—for the full 30 minutes.

The program opened with a profile view of the star in full Indian chief headdress, held for fully three seconds before he turned to face the camera, grimace and speak the immortal comedy line, "One moment, please." Then followed a fast and furious parade of the kind of sight gags with which Red has wowed 'em in vaudeville, night clubs and on the motion picture screen.

These were the American tourist in his first British-tailored suit, a covey of armed service hitchhikers—Army, Navy and Marine —and such an alarmingly numerous assortment of drunks that one might well have believed the pulled-up coat collar, battered hat and buckled knee to constitute Mr. Skelton's favorite pose.

Giving of himself without stint, Mr. Skelton helped his radio followers to accompany him on his transition to television by giving in his first video show brief glimpses of some of the characters that he has made household words —and vice versa—in radio. These were "Deadeye," desperado of the Old West, on whom Red hung the equally old piece of business of mis-synchronizing the action of shooting a gun with the sound of the shot; "Junior," who for years has won all honors as radio's most disagreeable brat; the crooked politician, "San Fernando Red"; the punch-drunk fighter, "Cauliflower"; the clumsy oaf, "Clem Kediddlehoffer."

"Portraying" is perhaps the wrong word. Mostly Red just talked the character, then showed a still photo of how the individual will appear on future TV shows when Skelton takes the time to don makeup and costume, which he did on the opening show only for the Irish tenor sequence, longest single item in the program.

Red's lines, like his unparalleled mugging, were in the best low comedy tradition. For example, when introducing a commercial (and the fact he did introduce the commercial was in itself in full harmony with the spirit of the show), Red asked the audience to stand by—"we'll be back in just a minute with an English movie."

High spot of the show—at least for this viewer, whose love of low comedy is sometimes viewed with disfavor by the distaff side of the house—came at the end of the performance. Mr. Skelton stepped before the curtain to explain that if this were radio they'd just cut him off when the time ran out but in television he could stay there all night. Just then a pair of brawny hands reached out from beneath the curtain, grabbed his ankles and unceremoniously dragged him off, face down.

As an opening program, the half-hour Skelton monolog was a reasonably amusing show. For a week-in, week-out diet, however, it appears to this reviewer that Red will need help from his writers and other actors to present the kind of a TV series that will duplicate the popularity of his radio broadcasts.

* * *

PROGRAM FACTS

Program: Red Skelton Show.
Sponsor: Procter & Gamble.
Agencies: Benton & Bowles, N. Y.; Russel M. Seeds, Hollywood.
Producer-Star: Red Skelton.
Director: John Gaunt.
Asst. Director: Ed Hillie.
Technical Director: William L. States.
Musical Director: David Rose.
Writers: John Murray, Ben Freedman, Jack Douglas, Red Skelton.
Set Designer: Ken MacClelland.
Cast: Different cast each week.

THE SEPT. 29 COLLEGE FOOTBALL COLORCAST, a 35-0 walkaway by California over Pennsylvania, left this observer two principal impressions which at first might seem to be—if the word will be excused—incompatible.

First, color is good for a football telecast. It is a compelling addition which makes watching easier. Second, this particular performance, at least, displayed some imperfections which intermittently turned one's attention from the business at hand.

The color reproduction, in this on-looker's opinion, fell short of what nature had in mind. Without knowing what shades the Penn players are favoring this season, it seems safe to assume that the colors are more uniform than appeared to be the case in the TV version.

Color fringing sometimes made the stripes on the officials' shirts seem to have faded onto the adjoining white areas, and a color tinge—reddish on some of the four sets CBS-TV had set up for guests in its New York quarters, greenish on others—seemed to hang over the long-range crowd shots.

This viewer did not discern, as some observers reported they did, any color breakup or other flaws which might be deemed peculiar to fast-motion shots. And it was much easier to follow the plays in color—an advantage which the cameramen occasionally did not enjoy, though this was more a tribute to adroit ball-handling by the California backfield than a criticism of the camera work. Pennsylvania's football team, as the score suggests, encountered the same trouble.

PROGRAM FACTS

Penn.-Calif. football game, 9-29, CBS (color) from Franklin Field, Philadelphia.
Producer-Director: Judson Bailey.
Commentators: Connie Desmond, and Dr. Mal Stevens.
No. of Stations: 11.

HEAVY SWIFT BUY

Takes Films on WPIX

SWIFT & Co., Chicago, enters New York television on an extensive scale Oct. 15 with an hour-long film program, *Swift's Movie Time*, to be aired on WPIX (TV) week nights 7:15-8:15 p.m. under a 52-week contract. Agency is J. Walter Thompson Co.

Harold Wilson, New York district manager for Swift, said, "We intend to bring the best in film fare suitable for All-Family viewing to the city's TV audience each week-day night. We know that bringing this top-flight film entertainment to thousands of our consumers will help our metropolitan area dealers to move more of the Swift products." Some 12.5% of national food store sales are made in the New York area.

Pabst Gets Fight

TEN-round heavyweight boxing bout between Ezzard Charles, former world champion, and Rex Layne will be carried coast-to-coast exclusively over CBS Radio and Television from Forbes Field, Pittsburgh, Oct. 10, 10-10:45 p.m., sponsored by Pabst Blue Ribbon Beer, through Warwick & Legler, New York.

RCA TESTS

Public Showings Slated

RCA COLOR television tests will be open to the public in New York for the first time Oct. 9-19 when the transmission also will be extended to Washington for viewing by government officials [BROADCASTING • TELECASTING, Oct. 1].

RCA placed full-page ads in New York papers Wednesday to announce the tests and to request viewers who receive the morning programs at home to send their reactions to the company.

Color will be shown at the Center Theatre three times daily except Sunday. Transmission is authorized only under test license from the FCC, so only one color program each day—held at 10 a.m. before regular programming starts—will be carried over WNBT New York's Channel 4. Home viewers will be able to receive these tests in black and white on their own receivers. Other showings, at 2:15 and 4 p.m. will be carried closed circuit to the exhibition sites.

Admission to the Center Theatre will be by ticket only, with a limit of two per person. They may be obtained from RCA Color Television, RCA Bldg., New York.

Ruppert Adds

JACOB RUPPERT Brewery of New York (Ruppert Light Ale, Mory's Stock Ale, and Ruppiner Dark Beer) extended its *Candid Camera* TV show to WTTG(TV) Washington for 13 weeks starting Sept. 24 and shortly will add WRGB(TV) Schenectady for 13 weeks. Agency is Biow Co., New York.

NCAA plan for controlled football telecasts is outlined to members of the Chicago Television Council by Tug Wilson (standing), athletic director of Northwestern U., Big Ten commissioner and secretary of the National Collegiate Athletic Assn. [BROADCASTING • TELECASTING, Oct. 1]. L to r: George Harvey, commercial manager of WGN-TV Chicago; Mr. Wilson; Clifton Utley, NBC-AM-TV news commentator, who served as moderator, and Roy McLaughlin, sales manager of WENR-TV Chicago. Mr. Wilson spoke at Sept. 25 session.

JULY NETWORK GROSS General Foods Tops

GENERAL FOODS Corp. was top client of the TV networks during July, expending $467,653 for time on the video networks (at gross rates) according to a BROADCASTING • TELECASTING compilation of individual program time purchases during that month as reported by Publishers Information Bureau.

Procter & Gamble Co., which for months has stayed at the top of the TV network advertiser list, matching its perennial position as leading radio network advertiser, dropped to sixth place among the video network sponsors in July, following the summer layoffs of the *Garry Moore Show*, Kate Smith and *Kukla, Fran & Ollie*, which accounted for more than $350,000 of P & G's gross TV network time purchases in June.

Despite changes in rank order, however, nine of the top ten advertisers on the TV networks in July (see Table I) were holdovers from the June top ten [BROADCASTING • TELECASTING, Aug. 13]. Quaker Oats Co., tenth ranking TV network client in June, was replaced in July by Philco Corp., which ranked tenth that month. Leading advertisers in the various product groups, are listed in Table II.

Overall, the TV networks in July did not suffer any such decline as is usual with the radio networks. The July combined TV gross time sales totaled $8,924,473, less than 1% below the June total of $8,996,940.

Breakdown of time sales by product classes [Table III shows class billings for July and for January-July, this year compared with last] reveals little change from June to July. Foods continued to maintain the lead position as the most advertised type of wares on network television. As in June, smoking materials ranked second and toiletries third.

Soaps and cleansers, ranking fourth in June, were in fifth place in July, while automotive products, ranking fifth in June, took fourth position in July. Household equipment stood sixth in both months, beer seventh and radio and TV sets eighth. Candy and soft drinks, not included in the top ten categories in June ranked ninth in July, with drugs and remedies, in ninth position in June, standing tenth in July and household furnishings, in tenth place in June, not included in the leading classes in July.

TABLE I

TOP TEN TV NETWORK ADVERTISERS FOR JULY 1951

1.	General Foods Corp.	$467,653
2.	R. J. Reynolds Tobacco Co.	398,640
3.	Colgate-Palmolive-Peet Co.	396,249
4.	P. Lorillard Co.	295,760
5.	Liggett & Myers Tobacco Co.	292,260
6.	Procter & Gamble Co.	282,995
7.	Lever Brothers Co.	279,195
8.	American Tobacco Co.	262,655
9.	Ford Motor Co.	253,675
10.	Philco Corp.	171,625

TABLE II

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUP FOR JULY 1951

Apparel, Footwear & Access	International Latex Corp.	$ 59,775
Automotive, Auto. Access. & Equip.	Ford Motor Co.	253,675
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	135,300
Confectionery & Soft Drinks	Canada Dry Ginger Ale Inc.	70,830
Drugs & Remedies	Noxzema Chemical Co.	90,135
Food & Food Products	General Foods Corp.	467,653
Gasoline, Lubricants & Other Fuels	Gulf Oil Corp.	54,900
Household Equip. & Supplies	Westinghouse Electric Corp.	156,750
Household Furnishings	Armstrong Cork Co.	90,120
Industrial Materials	Anchor-Hocking Glass Corp.	95,433
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	40,230
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	68,925
Publishing & Media	Curtis Publishing Co.	66,150
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Philco Corp.	171,625
Retail Stores & Direct by Mail	Drugstore Television Productions	155,813
Smoking Materials	R. J. Reynolds Tobacco Co.	398,640
Soaps, Cleansers & Polishes	Procter & Gamble	282,995
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	266,259
Miscellaneous	Gen'l Conference of Seventh Day Adventists	20,432

TABLE III

GROSS TV NETWORK BILLINGS FOR JULY AND JAN.-JULY 1951 AS COMPARED TO SAME PERIOD 1950

	July 1951	Jan.-July 1951	July 1950	Jan.-July 1950
Apparel, Footwear & Access.	$ 108,801	$ 1,446,827	$ 7,260	$ 354,143
Automotive, Automotive Access. and Equipment	898,036	5,778,981	146,855	2,304,413
Beer, Wine & Liquor	494,708	2,808,731	36,672	685,183
Bldg. Materials, Equip. Equip. & Fixtures	.....	7,690	.....	.....
Confectionery & Soft Drinks	263,395	1,550,271	109,174	614,281
Consumer Services	.....	315,712	10,890	110,655
Drugs & Remedies	256,534	1,193,749	12,600	122,400
Food & Food Products	1,668,278	13,606,316	276,127	2,224,200
Gasoline, Lubricants & Other Fuels	150,773	1,425,660	31,560	604,230
Household Equip. & Supplies	558,162	4,025,040	5,775	909,518
Household Furnishings	156,600	2,094,859	25,500	991,519
Industrial Materials	199,638	1,810,991	119,279	213,492
Insurance	.....	246,990	.....	.....
Jewelry, Optical Goods & Cameras	50,005	1,162,856	.....	43,296
Office Equip., Stationery & Writing Supplies	68,925	237,480	.....	.....
Publishing & Media	66,150	464,228	19,650	144,947
Radios, TV Sets, Phonographs Musical Instruments & Access.	367,279	2,875,632	84,120	1,554,182
Retail & Direct by Mail	180,953	1,172,223	.....	1,631
Smoking Materials	1,503,295	8,847,010	349,654	2,902,031
Soaps, Cleansers & Polishes	650,191	5,107,283	5,775	199,290
Toiletries & Toilet Goods	1,262,318	7,282,289	208,974	1,352,013
Miscellaneous	20,432	711,934	4,628	99,724
TOTAL	$8,924,473	$64,172,752	$1,454,493	$15,432,288

SOURCE: PUBLISHERS INFORMATION BUREAU
* 1950 figures cover ABC, CBS, NBC TV networks only, with DuMont excluded; 1951 figures include all four networks.

Witting to Speak

CHRIS J. WITTING, director, DuMont Television Network, and Francis T. Murphy, director of inter-collegiate athletics at the U. of Pennsylvania, are to be guest speakers Oct. 10 (Wednesday) at the second fall meeting of the Television Assn. of Philadelphia.

ARRANGEMENTS for TV presentation of a newsreel series are completed for ABC by Slocum Chapin (r), network vice president in charge of owned TV stations, as pact is sealed by handshake with Jack Bisco, vice president and general business manager of United Press. UP is collaborating on production with 20th Century-Fox.

EIDOPHOR-CBS

U.S. Showing Soon

PLANS for demonstration of Eidophor-CBS large screen theatre color television in the U. S. before the end of the year were announced last week by Spyros P. Skouras, president of 20th Century-Fox Film Corp., which last summer acquired rights to use the CBS color technique with the Eidophor large-screen system.

This large-screen color TV will be available to the nation's motion picture audiences within a short time after its first U. S. showing, Mr. Skouras predicted.

The 20th Century executive's announcement came upon his return from Zurich, Switzerland, where he witnessed a demonstration of the system for newsmen. He said the demonstration was "spectacular and overwhelming," foreshadowing "a whole new era of prosperity for the motion picture industry."

A CBS Labs. Division announcement of Mr. Skouras' statement also quoted press reports from Zurich describing pictures in the demonstration as "very vivid, all colors perfectly natural, with shadings delicate and of exquisite reality," and saying that observers "termed the quality of the pictures excellent."

Kingsley Resigns

ROBERT KINGSLEY, who co-founded Telenews Productions Inc. with Jack Tobin, announced his resignation Tuesday, following that of Mr. Tobin by several weeks. As chief of production, Mr. Kingsley's recent post was production supervisor for *Your Esso Reporter*, weekly half-hour news show on CBS Television. Mr. Kingsley will continue his association with motion pictures and television by operating as a TV film production and cost consultant.

PROGRAM OBSERVING move of WSB-TV Atlanta to new tower and Channel 2 included (l to r) James M. Cox Jr., vice chairman of board; George C. Biggers, president of Atlanta Newspapers Inc.; William B. Hartsfield, Atlanta mayor, and Tom Camp, Fulton County commissioner.

AT FOOT of new 1,062-foot tower of WSB-TV Atlanta, Penny Reinsch, daughter of Managing Director J. Leonard Reinsch (right) of Cox radio and TV enterprises, is interviewed by John M. Outler Jr., WSB-AM-FM-TV general manager.

The Atom

(Continued from page 26)

an hour lecture program in September 1949 featuring Dr. Clark Goodman as part of the Fordham study of the teaching possibilities on television. (Similar experiments have been run by the Census Bureau and just recently by the Federal Civil Defense Administration.)

A course of 11 lectures on nuclear physics was given over *WFIL-TV's University of the Air* by Dr. Thomas P. Merritt of Albright College. A 12th lecture on *The Birth of the Bomb* was included in another of the Philadelphia station's courses.

Several lectures on the atomic aspect of physics were included in what is believed to be the first physics course ever given for credit via television. It was a joint project of Utah U. and KSL-TV Salt Lake City.

KTLA and KTTV Los Angeles, in February of this year, with cameras on the top of Mt. Wilson—175 miles away from the scene—did the first live telecasts of an atomic explosion, one of the series being held at Las Vegas, Nev., at that time.

Mobilizing the Atom, a 30-minute documentary telecast March 18, 1951, as part of the CBS public service series *Facts We Face*.

The H-Bomb and Atomic Energy, which opened Mrs. Franklin Roosevelt's famed television series on NBC in February 1950. This show featured Dr. Albert Einstein, Dr. J. Robert Openheimer and the then AEC chairman, David E. Lilienthal.

The Atom Tomorrow—two telecasts featuring top scientists of the AEC Radiation Laboratory at Berkeley, Calif., produced in December 1950 by the California Academy of Science for KGO-TV.

You and the Atom, produced by WOR-TV New York, in September 1950 as part of a telecast mobilization series.

Atomic Report, a "March of Time" documentary featuring excerpts from two previous MOT films covering the atomic program with updating by Chairman Gordon Dean of the AEC. Released for television syndication in August 1951.

All TV networks carried *Operation Sandstone*, a documentary film made for the AEC which depicted the 1948 atomic weapons tests at the Pacific atoll of Eniwetok.

Some 50 stations have telecast *Engineering for Radioisotopes*, a 21-minute film showing how an order is filled at the "world's largest atomic drug store" at Oak Ridge.

As in radio, many established discussion and science programs feature some aspect of atomic energy from time to time. Included here are scripts from Dr. Roy K. Marshall's *Nature of Things* (NBC); *Court of Public Issues* and *The Johns Hopkins Science Review*, both DuMont programs; *Meet the Press*, *Battle Report* and *American Forum of the Air*, all NBC.

Royal Visit on TV

WBEN-TV Buffalo will telecast the visit to Niagara Falls, Ont., of Princess Elizabeth and the Duke of Edinburgh Oct. 14. Cameras will be mounted atop a nearby hotel. Ed Dinsmore will serve as commentator for WBEN-TV. Jack Pegler, president, Zoomar Lens Corp., is lending the station a 40-inch reflector lens which will be flown from New York City. WBEN-TV also will use its own Zoomar lens. The Buffalo station originated its first telecast from Niagara Falls in September 1948.

CROSLEY'S $2 MILLION CONTEST

To Serve as Promotion for 1952 Line

CROSLEY Division of Avco Mfg. Corp. will distribute more than $2 million in prizes in its "American Way" contest now being launched through the company's radio, TV appliance dealers to serve both as an introductory promotion for Crosley's new 1952 line and as a rekindling of the public's appreciation of the value of the American way of life.

Contestants filling out brief "True and False" quizzes on Crosley products and telling in 50 words or less "What the American Way of Life Means to Me" are eligible for 1,001 prizes topped by a first national prize of $10,000 in cash, with another $10,000 to be awarded to the church or charity of his choice, followed by scores of smaller cash and merchandise awards. Contest ends Dec. 1. Participants in the national and local contests, which together include cash awards to church or charity totaling $500,000, must visit their Crosley dealers to get the entry blanks, but are not required to make purchases.

Asks 'Aggressive' Selling

In announcing the contest at a news conference Wednesday, John W. Craig, Avco vice president and general manager of the Crosley Division, noted that just as the radio and television manufacturers had developed new means to maintain production at former levels in the face of stringent material limitations, so must they "carry forward aggressive sales, advertising and sales promotion activities." Declaring that "selling is as vital a part of our civilian economy as is production," he said that his company is going to back the production of the products in its 1952 line "with intensive sales, advertising and sales promotion campaigns, for which the 'American Way' contest will provide a launching and an impetus that we believe will be history-making in these industries."

W. A. Blees, Avco vice president and general sales manager of the Crosley Division, said, "This contest will provide an opportunity for millions of our customers to sit down and put into words what the American way of life means to them."

Compares Radio Abroad

Contrasting what life offers the average citizen of America and of other lands, Crosley displayed radios and TV sets and appliances manufactured abroad alongside their own products, with wall signs statistically describing the use of them in the United States, Russia and other countries. They showed, for instance, that while the U. S. boasts two radios for every three persons, in Russia only one person in 103 has a radio set, although there are eight million loud speakers in Russia wired to government propaganda stations.

The more than 12 million TV sets in the U. S. were contrasted with the 50,000 in Russia. Further figures noted that in order to earn the purchase price of a seven-inch tube set in Russia, a worker must put in 1,224 hours of labor, whereas the average citizen in the United States, where lower prices and higher wages prevail, can buy a 16-inch tube set with the money he earns in 136 hours.

FILM PRODUCTION

Council Sets Union Area

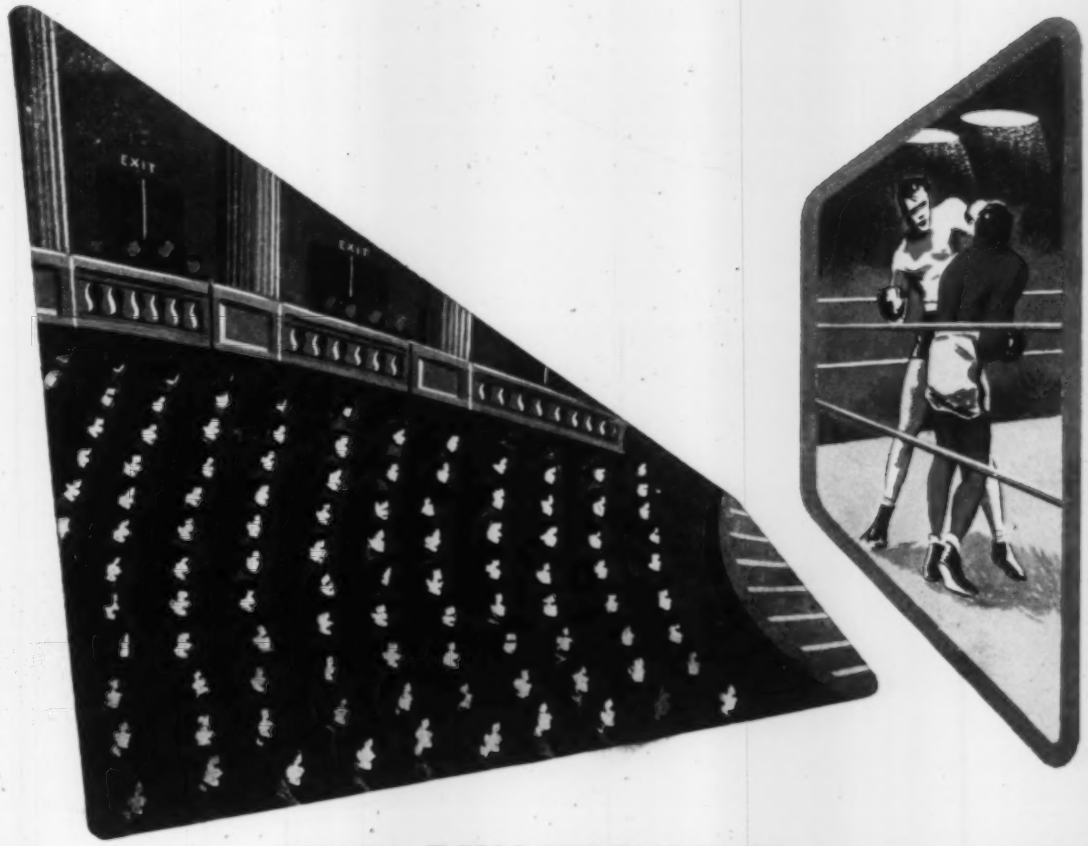
TELEVISION producers in Hollywood have been informed by the AFL Film Council that union jurisdiction covered production of 16mm film for commercial release as well as 35mm film.

"Regardless of gauge," the council announcement said, "film union jurisdiction extends to all film production for commercial purposes."

The Film Council action followed reports that some TV producers have claimed union jurisdiction does not extend to the production of 16mm film for television.

The council has postponed its next regular meeting date inasmuch as one of its affiliates, IATSE, was scheduled to have met with producers last week.

ROGER W. CLIPP (l), general manager of WFIL-AM-FM-TV Philadelphia, cuts his birthday cake baked in the shape of the WFIL-TV building. Festivities took place during first monthly luncheon of the newly-formed "Mary Jones Club" in the Penn Sheraton Hotel, Phila. Looking on are hotel chef (c) and Kurt Smith (r), hotel manager. Luncheon drew nearly 500 women radio-TV fans of Mary Jones, WFIL-AM-TV commentator. Mr. Clipp later presented the cake to the Children's Heart Hospital. Gov. Alfred E. Driscoll of New Jersey attended the luncheon and presented Mrs. Jones the New Jersey State Fair Television Award.



29,000 RINGSIDE SEATS—at movie prices

On June 15, almost 29,000 people in several cities watched a heavyweight fight on movie screens as television cameras at ringside brought the event from Madison Square Garden. And Big Screen Television made its bow to the public over the network provided by the Long Lines Department of the American Telephone and Telegraph Company.

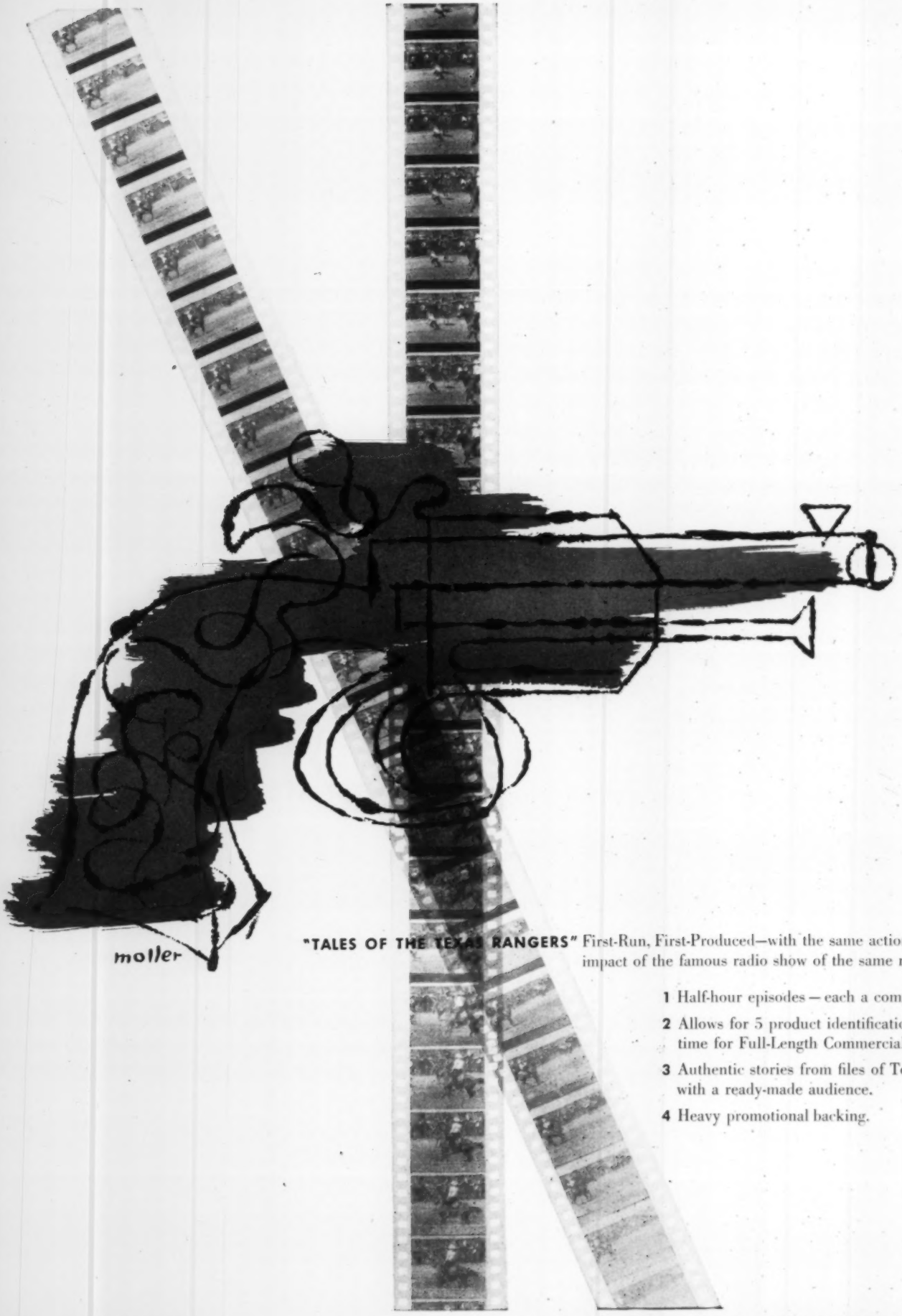
Since then other fights have gone over the Bell System's television network. And future plans call for more events going to more theaters, reaching more people.

This new kind of showmanship is one more example of the use made of the Bell System's network... facilities made possible by the experience and imagination of Bell engineers. The equipment for these facilities is specialized and expensive. Much of it must be precise and delicate, yet sturdy and long-lasting.

Last year the Bell System doubled its television channels, bringing them up to almost 23,500 miles. The value of coaxial cable, radio relay, and associated equipment used for television purposes is nearly $85,000,000. Yet the service is supplied at a very moderate rate.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW



on film- *fo*

"TALES OF THE TEXAS RANGERS" First-Run, First-Produced—with the same action, the same impact of the famous radio show of the same name!

1 Half-hour episodes — each a complete story.

2 Allows for 5 product identifications including time for Full-Length Commercial spots.

3 Authentic stories from files of Texas Rangers—with a ready-made audience.

4 Heavy promotional backing.

NBC-TV FILM SYNDICATE SALES

30 Rockefeller Plaza, New York, N.Y.

☐ Rush complete information and prices on "Texas Rangers" and "Dangerous Assignment".

☐ Express postpaid: Audition film, "Tales of the Texas Rangers". Audition film, "Dangerous Assignment".

Name_____

Station or Agency_____

Address_____

for the first time! **"TALES OF THE TEXAS RANGERS"**

now available for local and regional TV programs

This top-rated, big-time show offers all the advantages of a network production. Mail coupon above for exclusive programming in *your* area!

Just about every business in every market wants to get into TV. Unfortunately, though, the average firm with limited product distribution can't compete with national advertisers . . . they run up against prohibitive cost and waste coverage.

The answer? NBC-TV Films. Take the latest development — the offering of major shows like "Tales of the Texas Rangers" and "Dangerous Assignment" for local and regional sponsorship on a long-term basis. They're already established through radio . . . and they've been getting high ratings, a good big share of audiences *everywhere!*

We suggest you bring these shows to the attention of your better prospects. Perhaps there's a bakery, a soft drink distributor, or a laundry for "Texas Rangers". And if there's a brewer in your market, how about Brian Donlevy's "Dangerous Assignment"?

Phone, wire, or send coupon above for immediate action — for prices in your market and audition film. Don't Delay — Mail this coupon today!

NBC-TV FILM SYNDICATE SALES

30 Rockefeller Plaza, New York, N.Y.

Radio-TV Employes

(Continued from page 23)

since 1943, according to the analysis, rising from 30 in the mid-war year to 58 in 1950. In 1929 the average was four employes per unit.

The number of persons "engaged in production" has risen from 29 in 1943 to 54 in 1950, indicating that most broadcast-telecast personnel take an active part in station operations.

Corporate sales of broadcast-telecast units rose from $421 million in 1949 to $454 million in 1950, according to the analysis. This figure falls short of the BROADCASTING • TELECASTING estimate of total radio-TV net time sales in 1950, which ran close to $540 million, apparently because of technical factors in the Dept. of Commerce's definition of corporate sales.

The analysis showed broadcast-telecast firms had $16 million of undistributed corporate income in 1950 compared to $12 million in 1949. Net corporate dividend payments were $9 million in 1950 and $8 million in 1949. Corporate income after federal and state income and excess profits taxes was $25 million in 1950 and $20 million in 1949.

Federal and state corporate income and excess profits tax liability was $24 million in 1950 compared to $16 million in 1949. Corporate income before federal and state income and excess profits taxes was $49 million in 1950 and $36 million in 1949.

Income of unincorporated enterprises was listed at $3 million in 1950 and $2 million in 1949.

A section dealing with "supplements to wages and salaries" showed that employes in broadcast-telecast units earned an extra $9 million in 1950 and $7 million in 1949.

Total wages and salaries of broadcast-telecast personnel reached $249 million in 1950, compared to $219 million in 1949, $199 million in 1948 and $167 million in 1947. Total compensation attained the $100 million mark for the first time in 1944, according to the analysis.

Mr. Shannon (r) and his assistant, Wes Whitlock, prepare to film first scenes of Flight 226.

★ ★ ★

'FLIGHT 226'

WKY-TV Films Air Base

WKY-TV Oklahoma City has come up with public service programs with dramatic impact, winning plaudits from the U. S. Air Force.

An hour-long live remote telecast and a documentary film, *Flight 226*, were made with WKY cameras on-the-spot at Tinker Air Force Base through the cooperation of national headquarters of the Airways and Air Communications Service. The Air Force voted the *Flight 226* script "outstanding."

Cameras were placed along the flight line to the 117-foot tower for the remote. They were moved on "cargo lifts." Theme was "AACS, supporting global all weather air power." Air Force officials termed it "a tremendously ambitious project, an example of a really outstanding television effort.'

The other show was photographed entirely by Staffer Johnny Shannon. It was shot in one day, about a foot and a half of film exposed for each foot used after editing, the station explains. *Flight 226* was about the radar flying aid (ground controlled approach) provided by this Air Force branch. Robert Olson, WKY-TV program manager, arranged the shows. S/Sgt. Ed McNeilly, of the public information staff, assisted in the production. He is a former radio-TV director of Rockett-Lauritzen Adv. Agency, Los Angeles. The sergeant was author and director.

Wilson Report

(Continued from page 30)

[BROADCASTING • TELECASTING, Sept. 17]

"Shortages of steel, aluminum, copper and other metals are intensified by shortages of scrap necessary to the production of each," Mr. Wilson observed. Domestic output of tungsten has been on the upswing and imports have helped.

Actual production of radio-TV receivers and in other industries has remained high because of inventories of materials, substitution of less critical materials and "ingenious conservation techniques adopted by firms," the mobilization director pointed out.

"No shortages of consumer goods yet exist," he continued.

"Whether they develop during 1952 will depend not only on production, of course, but on demand. For the time being, demand for many articles is below supply."

Citing the radio-TV market, Mr. Wilson said such demand "has not been high enough to eliminate some unemployment in the industry." Flexibility of CMP was cited by Mr. Wilson as one method of easing civilian cutbacks. Electronics firms, for instance, have been able to shift quotas of steel among broadcast receivers, refrigerators and other items.

Manpower shortages have not materialized to a large enough degree to disrupt defense production, it was said. "Real shortages have developed in only a few localities, industries and occupations, among them electronics.

Committee Set Up

The Defense Production Administration has set up an industry-labor-government committee to look into unemployment [BROADCASTING • TELECASTING, Oct. 1].

Turning to national civil defense, Mr. Wilson noted the "greatest obstacle . . . is widespread apathy." The present program is off to "a good start" but is not far enough along to "prevent catastrophe in the event of all-out attack."

Succeeding steps in the federal program touch on establishment of a national communications system, air raid warning alerts and stockpiling of essential supplies. Dispersal of key plants also was mentioned.

In recognition of the importance of radio amateurs in the civil defense effort, NPA last Thursday granted priority assistance to "ham" operators seeking critical materials for equipment. Besides the 40,000 operators now active, an additional 20,000 are needed to fulfill emergency duty, NPA said.

MAGNAVOX Co. reported highest sales and earnings in its 44-year history—plus backlog of military orders exceeding $35,000,000—in its annual statement for fiscal year ending June 30, released last week. Net income after taxes reached $2,233,327, equal to a $3.01 dividend on 723,437 outstanding common shares.

TV Soapbox

TELEVISION in Philadelphia brought a political street-corner rally to the WFIL-TV audience when City Treasurer Richardson Dilworth, Democratic candidate for district attorney, stood on top of a sound truck replying to questions asked him. The interview took place near the entrance of the Bellevue-Stratford Hotel with the WFIL truck in attendance. Questioners from the sidewalk were introduced by Mrs. Dilworth for benefit of the camera which then swung to the candidate. About 300 persons were in attendance at the unrehearsed sidewalk telecast, it was reported.

NABET, KHJ-AM-TV

Election Requested

PETITION was expected to be filed over the weekend with NLRB by NABET calling for a representative election among engineering department employes at Don Lee stations KHJ and KHJ-TV Los Angeles to decide bargaining agent. NABET currently represents engineers at KHJ-TV, IBEW at KFI. Approximately 50 engineers and technicians are involved.

NLRB has ordered an election among engineering employes at six San Diego stations as a result of an earlier NABET petition. Date not yet set for elections. Engineers and technicians at KFMB, KFMB-TV, KSDO, KGB, KCBQ will choose between NABET and IBEW for bargaining representative; at KSON for NABET or no union. IBEW withdrew from the latter ballot.

Engineers at four San Francisco stations late Wednesday elected NABET (CIO) as bargaining representative at NLRB elections, ousting IBEW (AFL) which formerly represented them. Approximately 50 engineers, technicians and floor men are involved at the stations, including KSFO and KPIX (TV) and two short wave stations, KWID, KWIX. Election followed NABET petition for NLRB election.

WWRL Tie-In Plan

WWRL New York has launched "Corporation Tie-In," a merchandising promotion for sponsors which will provide displays of radio-advertised products in some 150 supermarkets and groceries of the associated grocers of Harlem. Effective Oct. 15, plan offers product display together with cards featuring WWRL Negro disk jockeys and personalities endorsing the product, without cost. First four products to be shown, each on weekly rotating basis, are Piel's Beer, Carolina Rice, Quaker Corn Meal and Aunt Jemima Self Rising Flour.

"K.O." HIGH TV FILM COSTS!
8 SECOND SPOTS
with AUDIO as low as
$50.00
Write for details! Let us quote on your next film!
Filmack STUDIOS
1331 S. WABASH AVE. CHICAGO
Thirty-three years of producing film messages have given us the know-how to put selling-punch into TV film spots and yet keep costs down.

TV Code Takes Shape

(Continued from page 71)

licized to listeners and the industry so that adherence to the code would lend prestige to stations and carry significance.

Review board procedure met with favor. A board of perhaps five would be set up under terms of the committee draft, it was believed. This board possibly would give violating stations a specified period to cease disobeying the code. If violations continue, it is believed the committee favors formal hearing procedure. Ultimate penalty might be withdrawal of the NARTB's seal. Provision was made in the draft for granting of seal privileges to non-NARTB stations.

All of these subjects are expected to draw heated discussion when the TV membership gets a chance to scan the code and see how it could affect their operations.

The two-day Washington meeting was a lively one as the committeemen took up the provisions word by word, and sometimes comma by comma. Large numbers of minor changes, and some more important ones, were made but the final document was described as quite close in substance to subcommittee recommendations.

'Fully Integrated'

One of the code writers described it as "a fully integrated document." Committee majority decided the text should not be made public because members want to show the public that the industry "means business." On the other hand the view was voiced that members expecting the vote intelligently on so vital a document should have a chance to study it thoroughly, along with staff executives, before casting a vote at Chicago Oct. 19.

At the weekend NARTB had received advance registrations for the Oct. 19 membership meeting from 39 persons representing 33 member television stations. C. E. Arney Jr., NARTB secretary-treasurer, reiterated that the meeting will be a closed session, with only personnel of NARTB TV member stations admitted. He said there is no limit on the number of member station staff personnel who may attend but only one delegate from each member station will be allowed to vote.

The document they will vote on, should the committee's version be amended and then submitted for membership action, will meet head-on some of the problems the radio standards carefully skirted.

The TV code writers are not afraid of the word "code", Mr. Swezey said. He added that the committee had acted courageously in an effort to forestall governmental reprisals from censorship-minded legislators. Other than that he would not comment.

It was indicated that some ideas had been borrowed from the motion picture code, since Paul Raibourn, KTLA (TV) Los Angeles, headed the observance subcommittee. Mr. Raibourn is president of Paramount Television Productions Inc. and vice president of Paramount Pictures Inc.

Committeemen were understood to have agreed on spelling out some objectionable words, just as the movie code specifies words that should not be used on the screen. Reverence for the deity is included, as in the radio standards.

Some parts of the radio document were lifted, with substitution of the word "teleeast" for "broadcast," it was learned.

The entire document will run somewhat longer than the radio code, it was indicated. It opens with a preamble, citing purpose of the document and laying background. Separate sections cover education and culture, acceptability of material for programs, responsibility for children, decency in production, community role, news and public events, advertising, public issues and controversies, and finally a section dealing with the seal and review board procedure.

While the committeemen flatly refused to disclose the standards for TV advertising copy, it was believed they favored a set of standards closely following the radio time limits.

The radio advertising time limits which the committee reviewed in drawing up TV limits are as follows:

5-minute programs,	1:00
10-minute programs,	2:00
15-minute programs,	2:30
25-minute programs,	2:50
30-minute programs,	3:00
45-minute programs,	4:30
60-minute programs,	6:00

Roughly 25% more latitude is allowed in the radio time limits for other than Class A time. It was believed the TV standards might follow rather closely the radio formula before 6 p.m. and after 11 p.m., under the committee draft.

Danger Warning

The code project was set in motion last May by a special NARTB committee, with the entire industry invited to a meeting held June 22 in Washington. At that time FCC Chairman Wayne Coy and Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee, warned of danger in TV programming.

Fresh in the minds of many of the code writers were the words of Chairman Coy at the time he applied Blue Book program standards to television and warned that advertisers must not be allowed to assume the role of program director.

Members of the four subcommittees are:

Advancement of Education and Culture, Responsibility Toward Children, Acceptability of Program Material, Decency and Decorum in Production —Davidson Taylor, NBC, chairman; James L. Caddigan, DuMont Network; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia.

Treatment of News and Public Events, Presentation of Religion, Community Responsibility, Presentation of Controversial Issues—Harold Hough, WBAP-TV Fort Worth, chairman; J. Leonard Reinsch, WSB-TV Atlanta; Henry W. Slavick, WMCT (TV) Memphis; Robert D. Swezey, WDSU-TV New Orleans.

Advertising Practices—Walter J. Damm, WTMJ-TV Milwaukee, chairman; Harry Bannister, WWJ-TV Detroit; James C. Hanrahan, WEWS (TV) Cleveland.

Observance—Mr. Raibourn, chairman; Mr. Bannister; Mr. Thornburgh.

Electronics Museum

WTVJ (TV) Miami has announced plans for an "Electronics Museum" at the base of its proposed new 500-foot antenna. Lee Ruwitch, vice president and general manager of WTVJ, said the museum would be a show place of "glass and gadgets" where the public could be given some idea of how a transmitter system works. WTVJ said it would begin construction on obtaining FCC approval.

TVA Meet Dec. 7-9

TELEVISION Authority will hold a convention Dec. 7-9 in New York's Park Sheraton hotel. No agenda has been set for the meeting, the first convention TVA, a two-year-old organization, has held.

round up sales for your brand!

"Western Roundup" weekly mail count now over 1,000

Every weekday afternoon from 4:30 to 6:00 youngsters gather round the Chuck Wagon for a fast-moving visit to the Old West. The Wrangler and Blackie keep the youngsters fascinated with their western lore, cowboy rope tricks and stories highlighted with the drawing of exclusive personal brands for youngsters who have completed "achievement" cards. Join this exciting live wrap-around western film fare.

The whole gang will round up sales for your brands with a "whoop" and a "holler." What the Wrangler says goes!

For your brand and complete details on this unique WBNS-TV participation show, see Blair TV or write direct.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CBS-TV Network. Affiliated with Columbus Dispatch and WBNS-AM. General Sales Office: 33 North High Street

Station TV KRLD DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population DALLAS and TARRANT COUNTIES . . .
920,500
NOW there are
135,656
Television Homes
in KRLD-TV's Effective Coverage Area
The CBS Station for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

'Show of Shows' Leads Nielsen

(Report 184)

NBC-TV's *Your Show of Shows*, back after a summer hiatus, replaced *Arthur Godfrey's Friends* as front-runner in Nielsen national ratings for the top 10 TV programs during the two-week period ending Sept. 8. The variety show emerged with the three top ratings, each representing a half-hour segment under different sponsorship. The Nielsen national report follows:

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREA*

PROGRAM	HOMES (%)
Your Show of Shows (Reynolds, R. J., Tobacco)	45.7
Your Show of Shows (Participating)	42.2
Your Show of Shows (Lehn & Fink Prod. Corp.)	37.9
Arthur Godfrey's Friends (Liggett & Myers Tobacco)	34.7
Mama	34.3
Pabst Blue Ribbon Bouts	33.1
Amos 'n' Andy	31.8
Your Hit Parade	31.2
Gillette Cavalcade	31.0
Fireside Theater	30.4

*The Nielsen "percent of home reached" gives a relative measurement of the audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

Copyright 1951 by A. C. Nielsen Co.

* * *

Crosley Survey On Quality Movies

RESEARCHERS at Crosley Broadcasting Corp. (WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus) report audience success with first run movies on television. Stations inaugurated a series of 66 films never seen on TV in the area.

In a special survey, Crosley found 80% of sets in use tuned to *Family Theatre*, the program showing the films. According to the firm, these figures represented some 500,000 persons in the three-city area in 175,000 homes.

Only six minutes of the entire late hour's program were devoted to commercials. Some 40% of sets were in use that night, according to Crosley.

* * *

St. Louis Radio-TV Preference Polled

A PREFERENCE ratio of four to one for television over radio was reported in special events coverage last Tuesday at St. Louis as the city opened its social season with the traditional Veiled Prophet Ball. According to KSD-TV St. Louis, a survey showed that of 795 persons contacted who were either viewing or listening, 80% were watching on TV. Total of 1,073 homes were contacted.

KSD-TV carried a two-hour telecast of the event with the last 30 minutes being fed to the NBC-TV network as a sustaining feature. KSD and KXOK aired the radio versions.

With 310,000 TV receivers now in the St. Louis area, perhaps more than one million people watched the ball on video, KSD-TV estimated.

* * *

WPTZ Issues New Rate Card

WPTZ (TV) Philadelphia has issued Rate Card No. 8, effective Oct. 1. Announcement was made by Alexander W. Dannenbaum Jr., commercial manager.

New rates, all for one hour, one time only, are Class A, $1,500; Class B, $1,125, and Class C, $750. Announcements are set at Class A, $300; Class B, $225, and Class C, $135.

Dillon Talk

CHARLES DILLON, chief of the Defense Dept.'s Radio-TV Branch, addressed the Armed Forces Information School last Friday on "Use of Radio and Television by the Dept. of Defense." He was to speak before 200 officers and enlisted men of the school as part of a regular program for prospective public information officers. Question and answer period and demonstration of kinescopes and recordings followed the speech.

Weekly Television Summary—October 8, 1951—Telecasting Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	9,450
Ames	WOI-TV	62,903
Atlanta	WAGA-TV, WSB-TV, WLTV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	313,889
Binghamton	WNBF-TV	43,115
Birmingham	WAFM-TV, WBRC-TV	62,500
Bloomington	WTTV	17,200
Boston	WBZ-TV, WNAC-TV	766,492
Buffalo	WBEN-TV	214,287
Charlotte	WBTV	89,134
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	949,793
Cincinnati	WCPO-TV, WKRC-TV, WLWT	305,000
Cleveland	WEWS, WNBK, WXEL	494,238
Columbus	WBNS-TV, WLWC, WTVN	229,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	135,656
Davenport	WOC-TV	62,263
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	210,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	627,164
Erie	WICU	74,375
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	135,656
Grand Rapids-Kalamazoo	WLAV-TV	146,181
Greensboro	WFMY-TV	78,463
Houston	KPRC-TV	84,129
Huntington-Charleston	WSAZ-TV	55,350
Indianapolis	WFBM-TV	171,250
Jacksonville	WMBR-TV	40,000
Johnstown	WJAC-TV	106,796
Kalamazoo Grand Rapids	WKZO-TV	146,181
Kansas City	WDAF-TV	132,784
Lancaster	WGAL-TV	109,112
Lansing	WJIM-TV	65,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	1,013,000
Louisville	WAVE-TV, WHAS-TV	103,799
Memphis	WMCT	98,769
Miami	WTVJ	86,300
Milwaukee	WTMJ-TV	257,607
Minn.-St. Paul	KSTP-TV, WTCN-TV	273,300
Nashville	WSM-TV	40,070
New Haven	WNHC-TV	173,000
New Orleans	WDSU-TV	62,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,500,000
Newark	WATV	75,312
Norfolk	WTAR-TV	95,811
Oklahoma City	WKY-TV	89,950
Omaha	KMTV, WOW-TV	883,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	40,100
Phoenix	KPHO-TV	300,000
Pittsburgh	WDTV	165,000
Providence	WJAR-TV	95,071
Richmond	WTVR	91,010
Rochester	WHAM-TV	62,262
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	51,500
Salt Lake City	KDYL-TV, KSL-TV	52,275
San Antonio	KEYL, WOAI-TV	108,466
San Diego	KFMB-TV	233,033
San Francisco	KGO-TV, KPIX, KRON-TV	160,998
Schenectady Albany-Troy	WRGB	92,600
Seattle	KING-TV	306,000
St. Louis	KSD-TV	129,276
Syracuse	WHEN, WSYR-TV	127,000
Toledo	WSPD-TV	84,273
Tulsa	KOTV	53,000
Utica-Rome	WKTV	288,630
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	77,671
Wilmington	WDEL-TV	

Total Markets on Air 63 — Total Stations on Air 108 — Estimated Sets in Use 13,598,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

WSB-TV makes no claims for Channel 2 as yet — BUT . . .

In the first two days of testing over Channel 2 with 50 K. W. of radiated power from the 1,062-foot tower* . . . . .

Verified reception already has been noted from distant points including these cities:

SAVANNAH, GA.	CHATTANOOGA, TENN.
PANAMA CITY, FLA.	KNOXVILLE, TENN.
MONTGOMERY, ALA.	ANDREWS, S. C.
BIRMINGHAM, ALA.	GREENVILLE, S. C.
HUNTSVILLE, ALA.	AUGUSTA, GA.

We are as yet without complete information on characteristics of these tremendously powerful new facilities. Thus far we are gratified—and amazed.

Programming over the new facilities began Sept. 30. A more comprehensive report on the extent of the new market opened up will be made soon.

wsb-tv
ON PEACHTREE STREET

Check this formula with any qualified TV engineer

Affiliated with THE ATLANTA JOURNAL and THE ATLANTA CONSTITUTION. Represented by Edw. Petry & Co., Inc.

LeBLANC CITED

FTC Hits Claims For Hadacol

A FORMAL complaint challenging claims made for Hadacol in radio and other advertisements as "false, misleading and deceptive" was served on the LeBlanc Corp. by the government last week.

The Federal Trade Commission which has been eying Hadacol representations for over a year "invited" Dudley J. LeBlanc to appear at a hearing on these charges Nov. 26 in Lafayette, La., former headquarters for the firm.

Sen. LeBlanc, Louisiana state senator, and Richard L. Brown, general manager, continue "to formulate, direct and control" policies and activities of the Hadacol firm despite its sale to Tobey-Maltz Foundation Inc. last August, FTC held.

Simultaneously, the commission announced it had rescinded a stipulation, approved Aug. 17, 1950, by which LeBlanc Corp. agreed to cease certain advertising claims. The firm failed to comply with the terms, it was explained.

Generally, FTC took exception to claims that the vitamin-mineral supplement is an effective treatment and cure for scores of ailments and diseases. Specifically, it cited testimonial letters in which the writers declared: "I am positive that it is Hadacol that cured me."

Hadacol contains nothing more than vitamins B1, B2, niacin, B6 and pantothenic acid, plus iron, calcium, manganese and phosphorus—all compounded in a generous 12% solution of alcohol—the government charged.

Contrary to claims in radio commercials, newspaper ads and letters—all of which helped to build the product into a multi-million-dollar industry—Hadacol is "of no value" in treating cancer, epileptic fits, delirium tremens and a score of other ailments. Vitamin and mineral deficiencies, for which it might have some value, can only be detected by diagnostic tests. Often, certain symptoms and conditions are not ascribable to these but other causes, FTC argued.

Other Conditions

Turning to other conditions—nervousness, irritability, fatigue, etc., FTC said "the dissemination of this advertising may cause persons suffering from the described symptoms . . . to delay obtaining proper treatment, resulting in serious illness and even death."

The complaint also challenged claims that vitamins and minerals must be taken together—as in Hadacol—to obtain the most benefit, and that Hadacol is preferred as a diet supplement.

The commission continued:

Hadacol is not to be preferred as a diet supplement, first, because it does not contain all the vitamins necessary for human nutrition and, second, because where there is a deficiency of the vitamins contained in this preparation, better results can be obtained by giving more of those vitamins than contained in the daily dose of Hadacol. . . .

The government also attacked representations that Hadacol "insures good health, brings new hope to those over 50, cures sickness and suffering after all medicines fail, and makes the taking of medicines unnecessary."

The FTC list of ailments, diseases and symptoms, was documented even to the point made in testimonial letters received by LeBlanc Corp. It was the "content and manner" of using these letters that drew the FTC's attention.

"Neither the writers . . . nor the respondents are competent to judge" whether the symptoms were the result of these deficiencies or whether Hadacol relieved or cured them, the complaint held.

The hearing will be held before FTC Trial Examiner Abner E. Lipscomb. Sen. LeBlanc was president of the corporation before the sale, and is being retained as consultant by the new company now in process of reorganization (see story, page 27).

Hadacol's Ills

(Continued from page 27)

5% of all claims. Others include: Frances S. Levien of New York, who is said to be a member of the syndicate and who holds a note for $244,900, secured by pledge of 85,470 shares of the Louisiana Corporation's capital stock; the Collector of Internal Revenue, who has filed a lien for $665,000; Einson-Freeman Inc., lithographers of Long Island City; L&H Brokerage Co. of Lafayette, La., which holds a note for $104,539.59; the Majestic Adv. Agency of Houston and/or the American Credit Indemnity Co. of Baltimore, whose claim is reported to be in excess of $300,000; Owens-Illinois Glass Co. of Toledo, which is said to be seeking $186,000 for bottles produced and delivered; S. B. Penick Inc., New York; Standard Factors Corp., of New York, which has sued for upwards of $120,000 and attached the LeBlanc bank balance of $58,000; the Whitney National Bank of New Orleans, holder of a $150,000 note; and Televisual Productions.

Creditors' meeting was held in the offices of Mortimer J. Davis, executive vice president of the New York Credit & Finance Management Assn. He announced that his organization has formed a creditors' committee to protect claims against LeBlanc Corp. members—who will deal with LeBlanc officers after reorganization or with the appointed referee in case of bankruptcy, or representatives of J. T. Baker Chemical Co., which has a reputed claim of $1½ million; J. K. Lasser & Co., certified public accountants; the William Morris Agency, said to be in for $300,000 although agency officials had no comment; Einson-Freeman Inc.; Senca Watch Co.; Majestic Adv., and the Katz Drug Chain, said to be seeking $40,000 for cooperative advertising.

10,000 Cases a Month

Richard L. Brown, formerly vice president and sales manager of the Louisiana Corp. and announced Wednesday as vice president of both the Maryland and Louisiana Corps., said that 10,000 cases of Hadacol still are being produced each month, and that he felt the company could make a "reasonable profit" by restricting itself to Southern and Southwestern states where it can "best be sold to the emotional type—not to intellectuals." Mr. Brown estimated that if the company can continue operations, they can sell up to $5 million worth per year and make a "tidy" profit on that amount.

Mr. Lans stated that action had been filed in New York's Southern District Court in order to get all action co-ordinated under one authority. As president of the corporation, he maintains offices at 70 West 40th St., New York City. Other officers are Howard M. Lawn, vice president, treasurer and director; Mr. Brown, and Lillian Gould, secretary and director.

EMPIRE STATE MAST

Gets De-Icing Units

EMPIRE STATE Bldg. television tower will be equipped next month with a special, electronic system to prevent blacking-out of transmissions by ice formations or dust particles on the mast. Manufactured by the Minneapolis-Honeywell Regulator Co. and the American Instrument Co., the device will be comparable to having home thermostats which will automatically send heat-producing power, when needed, to each transmitting element.

Each of the five transmitting units will have its own system. Thermostats will be located on the tower to avoid the temperature difference, often as much as 15 degrees, between that height and the street, 1,472 feet below. Controlled heating of the transmitting units also will reduce condensation of water, which tends to attract and hold dust particles, thereby impeding transmission.

Time to stake your claim in DAYTIME SPOT TELEVISION

The sooner you get there, the bigger the pay-off. That's why advertisers who have already established franchises in *daytime* spot television can point to most gratifying sales records . . . built on Blair-represented TV stations. For instance:

"What's Cook ng", televised over KDYL-TV Salt Lake City, consistently pulls some 250 phone requests for a recipe within 3 hours of the broadcast, another 250 by mail.

Every Blair-represented TV station has a similar roster of *daytime* television spot success stories . . . for the facts, call your Blair TV representative *today!*

BLAIR TV INC.

NEW YORK • CHICAGO • ST. LOUIS
DALLAS • DETROIT • LOS ANGELES
SAN FRANCISCO • JACKSONVILLE

AFTER the first "Down You Go" telecast Sept. 21 under sponsorship of P. Lorillard Co., agency, client and network executives gathered with program principals. At table are (l to r) Dr. Bergan Evans, moderator, Toni Gilman, Francis Coughlin and Carmelita Pope, "Down You Go" permanent panel member. Standing (l to r) Raymond McGinn, Lorillard division manager in Chicago; Frank P. Russell, field manager for Lorillard in Chicago; Frank Schreiber, general manager, WGN-AM-TV Chicago; Tom Doughten, vice president and account executive, Lennen & Mitchell, agency on the account, and Ted Bergmann, DuMont Television Network.

Educational TV

(Continued from page 71)

proposed that Channel 9 be reassigned from Boulder to Denver and that Channel 6 be reclassified from noncommercial to commercial, with Channel 26 reserved for educational TV. He suggested Channel 22 in Boulder be made noncommercial.

As an alternative, he suggested that Channel 12 be reassigned from Colorado Springs to Denver, with the same changes for Channel 6 and 26.

Third alternative involved a number of changes in the Rocky Mountain area: Channel 9 from Boulder to Denver, Channel 12 from Colorado Springs to Boulder as reserved wave length, Channels 11 and 13 from Cheyenne, Wyo., to Colorado Springs, Channels 3 and 5 to Cheyenne, Channel 11 in lieu of Channel 12 at Rawlins, Wyo.

FCC proposes Channels 2, 4, 6, 7, 20 and 26 to Denver, with Channel 6 earmarked for educational use.

NBC Rebuttal to WIP

A national allocation plan should not be based on any consideration of network affiliation, NBC averred in rebuttal to plan of WIP Philadelphia—which, with other Philadelphia stations and applicants, seeks to retain VHF Channel 12 there [BROADCASTING • TELECASTING, Sept. 10].

Part of that plan envisages the continuance of WGAL-TV Lancaster on Channel 4. In his affirmative statement in support of that plan, WIP President Benedict Gimbel Jr. stated interference to NBC's WNBT New York and WNBW Washington, also on Channel 4, was not significant since other NBC affiliates would be carrying the same network programs.

"Network affiliations are matters solely of business arrangements," the NBC rebuttal stated. In a footnote, it added:

"The irrelevance of network affiliation as a criterion in formulating an allocation plan is shown by an analysis of programs broadcast by WNBT and WNBW and by the NBC affiliates in Philadelphia and Baltimore during the week commencing Sept. 2, 1951. During this period at least 53% of WNBT programs or over 48 hours of programs were not carried by WPTZ, the NBC affiliate in Philadelphia. During the same week about 44% of the programs of WNBW in Washington or approximately 41 hours of programs were not carried by WBAL-TV, the NBC affiliate in Baltimore."

Filings have begun to take on the tinge of the courtroom.

During the last few weeks, motions to strike evidence have been received by the Commission, but last week that legal action was asked by KQV Pittsburgh against the filings of the following stations: WLOA Braddock, WEDO McKeesport, WJPA Washington, Pa.; WSTV Steubenville, Ohio; WWVA Wheeling, W. Va.

Motions were directed against portions of those filings which KQV claimed lacked judicial standing—hearsay, non-expert opinion, lack of qualification, etc.

Filings this week covered the western states of Colorado, Wyoming, Nebraska, Utah, Idaho, Washington, Oregon and parts of Nebraska. Rebuttals were from Pennsylvania, West Virginia, Ohio, Kentucky and parts of Indiana.

SCHOOL RADIO

TV Is on Dec. 4-6 Agenda

BECAUSE of the rising interest of educators in television, that medium will assume a more prominent place this year on the agenda of the School Broadcast Conference, Director George Jennings said in Chicago last week.

The 15th annual conference will take place in Chicago's Sherman Hotel Dec. 4-6, and is expected to attract more than 2,000 teachers, school administrators and commercial radio people, he said. Concurrent meetings will be sponsored by the Assn. for Education by Radio, the Parent-Teachers Assn. and the National Society for the Study of Communications, a university group interested in communications research.

Television demonstrations will include origination of public service shows with students viewing them in their homes and then participating in test-discussions conducted by educators. Films which assist visual educators in presentation of material on TV also will be shown, including several filmed especially for TV by the U. of Indiana, the U. of Minnesota and the Chicago Board of Education, of which Mr. Jennings is radio council director.

Two leading workshop groups in the broadcast media will be invited to give student productions, and another will be presented by a group from the special schools class, probably with handicapped children.

Bi-aural tape-recording, which reportedly gives depth and another dimension to sound, will be explained and demonstrated by Gene Carrington of Allied Radio Corp., who helped develop the innovation in tape recording.

The conference can be attended by any interested person paying the registration fee, Mr. Jennings said.

New Kinescope

RCA has announced a new 17-inch kinescope utilizing low-voltage, electrostatic focus. The tube repsents an engineering achievement in kinescope design which not only eliminates the need for a focusing coil or magnet, but also makes it possible to obtain the voltage for the focusing electrode from the low-voltage dc supply of the receiver.

EDUCATIONAL TV

Illinois U. Maps Plans

U. OF ILLINOIS plans to use television as an educational and research service "complementary to that of private broadcasters," President George D. Stoddard has reiterated. The University's projected plans for telecasting is opposed unanimously by the Illinois Broadcasters Assn., of which Ray Livesay, WLBH-AM-FM Mattoon, is president. The matter, resulting in a broadcasters resolution opposing the proposed construction of a TV station on the Urbana campus, came up for debate again at NARTB's District 9 meeting. [BROADCASTING • TELECASTING, Sept. 24].

The University is considering the possibilities of TV for agricultural and other extension programs, for service schools and professional groups, and for research in TV programming and the effects of video shows, Mr. Stoddard said. He added that a program exchange with other educational TV outlets may be used to reduce costs, and that the school may make its schedule available to broadcasters.

Mr. Stoddard, who answered broadcasters in a letter to Mr. Livesay, said he wanted to cooperate with them in the planning but that no concrete details had been formulated. A special TV committee, studying all phases of the medium, is now trying to find answers to such questions as these.

DuMont Color

DuMONT industrial color television system will be used to transmit demonstrations of the latest ramjet aircraft engine from the supersonic tunnel where they will be held for some 1,200 military and businessmen attending the four-day meeting of the National Advisory Committee for Aircraft in Cleveland, Oct. 9-12. Four tests will be shown each meeting day on 12-inch DuMont monitors by TA-164-A color equipment, operating by closed circuit. System is the product of the Television Transmitter Div. of the DuMont Labs., Clifton, N. J.

TIDE WATER-Associated Oil Co., San Francisco, signs for area games on KGO-TV San Francisco under NCAA experimental TV plan. Two live games will be telecast plus 30-minute delayed telecasts weekly of highlights of Stanford-U. of California games. Signing contract is P. E. Allen, company vice president in charge of sales. Standing (l to r) are Hal Deal, advertising and promotion manager for oil firm; David Sacks, KGO-TV sales representative, and Gayle V. Grubb, KGO-AM-TV general manager [BROADCASTING • TELECASTING, **Sept. 24**]

WEWS TELECOURSES

College Via TV Proving Popular

AUDIENCE response to college telecourses launched by WEWS (TV) Cleveland in collaboration with Western Reserve U. has "exceeded anything we expected," a school official has acknowledged.

Other university spokesmen agree that the TV project, which started as an experiment, has turned out to be an effective medium of public relations and goodwill. For concrete results, officials noted that telecourse enrollments reached 386 after the first week of telecasts, with 83 actually registering for the full-credit courses.

No Hooperating was necessary to obtain audience reception. The university's switchboard was jammed with cal's within 30 minutes after the opening lecture on psychology. During the first hour 50 students signed up.

Many arranged for their home-study kits to be sent out C. O. D. so they wouldn't waste any more time before beginning to follow the telecast sessions.

WRU classes occupy the 9-9:30 a.m. period. Psychology is seen Monday, Wednesday and Friday. Comparative Literature is seen Tuesday and Thursday. An estimated 30,000 viewers watch TV during the morning hours, according to WEWS.

Registrations were pouring in, all at the regular college tuition fees for these courses—$48 per student for psychology and $32 each for the literature course. In addition, more than 150 of the $5 home-study books for non-credit students have been sold.

Dean John P. Barden, head of the university's school of general studies and administrator of the telecourses, said TV spots, interviews and special shows heralding the start of the teleclasses had stirred up "the greatest response we have ever had from any advertising campaign."

Personnel appearing "on camera" are all from the university's faculty. Producer Barclay S. Leathem is head of the department of dramatic arts, which has done almost 200 telecasts on WEWS since 1947.

NINETEEN reformed Jewish Temples in Chicago area cooperated Thursday night to present story of Jewish high holidays on network TV for the first time. DuMont, from WGN-TV Chicago, planned to carry *Prelude to the High Holidays* on minimum of two dozen stations for half an hour.

HODAPP SPEAKS

On Education Programs

"IF WE can come to educators for advice on specialized subject matter, and if they will come to us with concrete suggestions for programs, together we can make television a great force in education," William Hodapp, producer of *The American Inventory* TV series, said fortnight ago. Mr. Hodapp addressed faculty members, parents, and experts in child development at a New York meeting of the Child Education Foundation.

In planning his radio series, jointly sponsored by the Alfred P. Sloan Foundation and NBC, Mr. Hodapp found that education had failed to help people live or to add to the joy and excitement of living. Educators working on television programming, Mr. Hodapp advised, should recognize the practical aspects of integrating a telecast and continue to provide research help throughout production.

KPRC-TV OFFER

School Postpones Action

KPRC-TV Houston offered Sept. 24 to present a daily telecast on school activities. The school board thanked Jack Harris, KPRC-TV general manager, but voted to postpone action on the offer until the board can present its own case for a TV channel to FCC.

The board chairman said it would jeopardize its chances of getting a channel if shown the school already is telecasting daily. Other board members felt it would aid chances for a channel because it would show that the board is taking advantage of the opportunities it had.

UN Week Spot

A ONE-MINUTE film spot, *UN Plus You, or the Hopes of Hopeful Herbert*, is being distributed to video outlets nationally by the United Nations for the sixth annual observance of United Nations Week, Oct. 21-27. The film is animated—the first to be used by the UN—and has its message sung in folk style with guitar background. Theme expresses the importance of the individual's support of the world organization, emphasizing the slogan, "UN Plus You." Strip has been produced by the American Association for the United Nations in cooperation with the American Jewish Committee.

Firm Dissolved

WASHINGTON law firm of Fletcher & Midlen has been dissolved, both attorneys continuing practice in the Munsey Bldg., Washington. Frank U. Fletcher continues with National 5308 telephone number; John H. Midlen now has Metropolitan 6006.

for the finest in...
TELEVISION FILM PRODUCTION
PROGRAMS and COMMERCIALS
SCREEN GEMS INCORPORATED
729 7th Ave.
N.Y. 19, N.Y.
Circle 5-5044

film report

FOREST FIRE prevention will be stressed in nine one-minute films ordered from the **George Fox Organization**, Los Angeles, by the California State Forestry Division. Fox recently completed a three-reeler on the causes of forest fires which will be shown on all California TV stations. The nine shorts will also be scheduled for viewing when completed.

Twenty-six half-hour Westerns will be presented on CBS-TV's *Gene Autry Show*. The cowboy singer stars in all of them and his TV production company, **Flying-A-Pictures**, Pioneertown, Calif., did the shooting earlier this year. First film in this series, *Ghost Town Raiders*, was telecast by CBS-TV Sunday, Oct. 7.

Fireside Theatre TV films produced by **Bing Crosby Enterprises** last season have been renamed *Coronet Theatre Productions* and firm will add to the series 44 additional half-hour dramatic programs with distribution through **United Television Programs Inc.** on a weekly basis. Second run on *Royal Playhouse*, title under which old series was released, is also available for distribution according to **Everett Crosby**, president of BCE.

Sales promotion campaign for *King's Crossroads* series is being launched by **Sterling Television**, New York, according to **Bernard Schulman**, head of agency sales for Sterling. The campaign will include a sales promotion kit, trade advertising, direct mail, etc.

TV ROAD SHOWS

Planned by New Firm

PRODUCTION of live television shows for agencies and stations outside New York has been undertaken by Phil Edwards and Assoc., New York independent packaging firm. Major casting, scripts, music and small props will be assembled in New York to produce, in effect, a road company that will travel from city to city doing the same television show with local variations.

Planning to operate as far west as Chicago, the organization has opened additional offices in Philadelphia to handle activities in that city, Baltimore, and Washington. First account in the Quaker City is for Seberhagen Inc., and calls for a weekly, hour-long production over WFIL-TV on Thursday nights, sponsored by William Gretz Brewing Co., Philadelphia.

Selling: SOAP?
WILBUR STREECH PRODUCTIONS
TV FILM COMMERCIALS
1697 BROADWAY, N. Y. • JUDSON 2-3816

SIGNING contract for the $500,000 Brazilian TV station to be built in Belo Horizonte with equipment furnished by RCA International are (l to r): Fernando de Mello, son of the principal owner of Emissoras Associadas, Dr. Assis Chateaubriand; Augusto de Angelo, J. Walter Thompson Co., advertising agency; Dr. Carlos Pizzini, director of Emissoras Associadas; Dr. Artur Bernardes, president of Italcolomi TV; Dr. Walter Obermuller, RCA International; Perry F. Hadlock, president of RCA Victor Radio S. A., Brazil.

AMA CLINIC OCT. 16

To Study Educational TV

CLINIC will be held Oct. 16 by the Bureau of Health Education of the American Medical Association to show networks, stations, agencies and voluntary organizations how to use television for health education. The one-day clinic will be held in the ballroom of the Biltmore Hotel, New York.

Speakers include Dr. Thomas Coffin, supervisor of NBC's television program research division; Dr. Roy K. Marshall, producer-moderator of television's *The Nature of Things;* Ted Cott, general manager of WNBC and WNBT (TV) New York; and Leo Brown, executive assistant to the AMA's general manager. Dr. Louis H. Bauer, president-elect of AMA, will give the key-note address, and Erik Barnouw, editor of communication materials center of the Columbia University Press, will act as discussion leader.

Clinic will study characteristics of the TV audience and how to build television programs, with emphasis on costs, promotion, and evaluation of listener reaction. Kinescopes and films on health subjects, which have already been presented on television will also be shown.

'HOPALONG' CITED

Named in $180,000 Suit

SUIT for $180,000 was filed last week in Los Angeles Superior Court by John A. Daley, Hollywood publicist, who claims that amount is owed him by William (Hopalong Cassidy) Boyd.

Mr. Daley in his complaint alleged an agreement was made in October 1949 wherein he was to receive 3% of Mr. Boyd's net profits for public relations services. The complainant states Mr. Boyd's 1950 income amounted to $6 million and that his share should be $180,000. Television was described as a major source of Mr. Boyd's income. Mitchell & Gold represent Mr. Daley.

NEW TV DEVICES

Presented to SMPTE Meet

LATEST developments in television equipment and techniques, both broadcast TV and theatre TV, will be presented at the 70th semi-annual convention of the Society of Motion Picture & Television Engineers in Hollywood Oct. 15-19.

One of the opening-day features will be a description, by Otto H. Schade of the RCA Tube Dept., of laboratory work toward ultimate development of a theatre TV system providing picture detail contrast equal to that of motion pictures according to a first-day agenda release last week by SMPTE president Peter Molewm.

Another first-day feature will be presentation of the first annual David Sarnoff Gold Medal Award in recognition of outstanding achievement in TV engineering.

First-afternoon program will include papers on a new direct-projection theatre TV system and on a TV camera adaptable for theatre network use, the first by F. N. Gillette of General Precision Labs. and the second by Blair Foulds and E. A. Hungerford Jr., also of GPL; and one by Lawrence Sachtleben of the RCA Engineering Products Dept. describing high-speed optics employed in RCA's PT-100 instantaneous theatre TV system.

'DISC JOCKEY TUNES'

Purchased by 24 Outlets

THE TELEVISION disc jockey show, *TV Disc Jockey Tunes*, has been purchased by 24 TV stations in as many cities on an exclusive basis, Will Baltin, TV sales manager of Screen Gems, producer of the series, said last week.

Program is being sold on a package basis of 15 silent films—10 using live talent and five cartoons—with accompanying records of the 12 top tunes and three new ones. A new package is to be sent stations every six weeks. Films are timed and cued to the precise length of each record, eliminating any synchronization problem.

BRAZILIAN TV

Third Outlet Underway

BRAZIL's third TV station will be built in the mining center of Belo Horizonte (pop. 700,000) in the middle of that country. The $500,000 Emissoras Associadas station will be equipped by RCA and will begin operating on Channel 4 in about a year, it was announced last week.

Emissoras Associadas, principally owned by Dr. Assis Chateaubriand, already owns TV station PRE-8-TV on Channel 6 in Rio de Janeiro and PRF-3-TV on Channel 3 in Sao Paulo. Firm also operates a chain of radio stations in Brazil. Dr. Chateaubriand in addition publishes a number of newspapers in that country.

Only other Brazilian TV is a construction permit held by Radio Televisao Paulista S. A. for Channel 5 in Sao Paulo.

Next applicant in Brazil is expected to be Jao Baptista do Armaral, owner of 11 radio stations in the state of Sao Paulo (three of them in the city proper). Sr. Armaral, who also publishes the *Sao Paulo Recorde*, intends to build a TV station in that city as well as one in Rio de Janeiro. He is in the U.S. at the present time.

PORTABLE aluminum TV antenna tower for viewers in fringe areas introduced in Chicago by Alprodco Inc., Kempton, Ind., which claims 100-pound unit cuts cost in half.

FREE

If the rating on our completed 13 Craig Kennedy mystery shows starring Donald Woods, filmed especially for television, does not beat the rating of any mystery-detective TV show at end of 13 weeks (comparable time) in any city, we offer your sponsor 2nd run at no charge for show.

Immediate Delivery
first 13 ½-hour TV films completed

Adrian Weiss Productions present

CRAIG KENNEDY
CRIMINOLOGIST

Starring DONALD WOODS as CRAIG KENNEDY

with Sydney Mason and Lewis G. Wilson

Available For National-Regional or Local Sponsorship

LOUIS WEISS & COMPANY
655 N. Fairfax
Los Angeles 36, California
Phone: WEbster 5287
Write-Wire-Phone • Screening Prints Available

MOPPET TALENT . . .

. . . KEYNOTES D. C. APPLIANCE STORE VIDEO SUCCESS

AROUND Washington, D. C., and out into several surrounding states, there's no place like Home.

Every Sunday noon, Home comes into its own as the Channel 4 facilities of WNBW (TV) Washington, which carry the friendly messages of Home Appliance Co. to one of the largest audiences reached by any television program going out of the nation's capital.

Inevitably the Home Appliance Co.'s telecast has been centered around the familiar strains of John Howard Payne's classic song, a tieup that has brought thousands of customers into the sponsor's showrooms.

A fortnight ago the program celebrated its second anniversary, a ceremony that was marked with cutting of cake and similar trappings. More important, the appliance store a week ago noted its appreciation of the program's appeal and its sales potency by entering its third year as sponsor of *Your Junior Revue*.

Moppet shows come and go in the video field but *Your Junior Revue*, which went on the air in September 1949, is going on and on because it is doing a successfull selling job for Home Appliance Co.

How successful?

This 12-year-old neighborhood store has tripled its business in two years and a substantial share of the credit is given *Your Junior Revue* by store officials and their advertising agency, Robert J. Enders Adv. Inc.

Its ratings have soared to the astonishing peak of 33.3 (American Research Bureau), a larger audience than most network programs enjoy in the nation's capital city.

This has happened in a Class C time period that Washington sponsors spurned until Home Appliance came along with its kid show.

* * *

NOBODY is brash enough to claim that Home's tripled business is entirely due to the telecast. The appliance business, especially television, has been good. In recent weeks the program is believed to have done an effective job of cushioning the nationwide decline in demand for major electrical goods.

Of course, there are high spots in the sales history of the program, like the two-program promotion for Thor ironers that sold every piece of this near-$100 item in the Home store and practically cleaned out the stocks of all the retailers in the region. The Thor people ran a piece in their house organ, crediting the *Revue* with the sale of more than 300 ironers at a time when ironers were not moving well.

Perhaps the best evidence that juvenile video can be a merchandiser's best friend is the observation of "Cousin" Joe Burke, manager of Home Appliance and heralded around the TV industry as the man who discovered Sunday noon. Mr. Burke puts it this way:

"Our rising sales during the last years prove to us beyond all doubt that television can sell, and really do a job. Daytime programming of this ambitious nature was a novelty when we started but we hit a formula that drew an audience.

"Having a large and loyal audience, we are consistently obtaining customers from a wide area. We know they are television viewers because they comment, always kindly, about the program. More important, they are buying appliances.

"*Your Junior Revue* is a permanent part of our advertising plans and we know it will continue to do the job for us under the guidance of the Enders television staff.

THIRD YEAR of *Your Junior Revue*, successful appliance program on WNBW (TV) Washington, opens next Sunday. Contract signer is "Cousin" Joe Burke, manager of Home Appliance Co. Watching are (l to r) Sylvia Devey, m. c.; Charles de Lozier, commercial manager of WNBW, and Mary Griffin Jr., radio-TV director of Robert J. Enders Adv.

* * *

HOME Appliance Co. started business in Washington's northeastern section, well outside the downtown business area. It catered to clientele in that residential area. Hence the name "Home," and hence the adoption of "Home Sweet Home" when the telecast was started.

The program opens with a teen age line of dancers. Superimposed on the video screen is a paraphrase of Payne's poem as the audience in WNBW's Wardman Park Hotel studio chants the special lyrics.

In thousands of homes the viewing groups join this far-flung community sing. More than one discerning school teacher has called for classroom singing of "Home Sweet Home" only to hear the TV-minded youngsters eagerly respond with this version:

Let's all get together each Sunday at noon,
We'll all have a good time, now join in the tune.
Remember Home Appliance wherever you may roam,
We're here to tell you there's no place like Home.

Presiding at the Sunday tele

(Continued on page 93)

A MOVIE 'DRY RUN' ON TV

Russell, Brisson to Test Script Before Filming

IN A PRECEDENT move, television will be used as a testing ground for a motion picture in an experiment to be conducted by Rosalind Russell, film star and her movie producer husband, Frederick Brisson.

To get public and trade reaction to *Never Wave at a Wave* before it goes into production early next year, a 45 minute video version of Independent Artists projected movie first will be presented live on CBS-TV *Schlitz Playhouse of the Stars* Oct. 19. Miss Russell will star and her husband produce.

Miss Russell and her husband are said to have close to $100,000 already tied up in story and scripting costs on their projected production. They feel that putting it on live TV will definitely enhance its future value as a motion picture for regular theatre release through United Artists. Officials of the latter firm, it was said, have agreed to the experiment.

After watching her viedo screen for two years, Miss Russell declared she and Mr. Brisson became convinced that not only could this medium be used for a testing ground, but to build greater potential audiences not yet reached. She reasoned:

If 40 or 50 million people view the Schlitz Playhouse version and like what they have seen, they automatically become boosters of the lengthier version to be released many months later.

Just think what this could mean to the motion picture industry? Every major studio has millions of dollars in story properties tied up on their shelves for one reason or another, when, by the simple expedient of having it tried out on television, these producers may find solutions for their problems.

Admitting that her motives were "strictly selfish" and that she was in the profession to "make money," Miss Russell declared that "if we have any doubts whatsoever about how a story might be received, television is the way to find out about it and I intend to use it."

A kinescope of the TV show will be available for 60 days after the live CBS-TV show. It will be studied by Miss Russell, her husband and other members of the independent film production company, to determine what improvement might be made before actual shooting starts. The movie will not be released until fall of next year, it was said.

FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE –

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square,
Cincinnati 2, Ohio

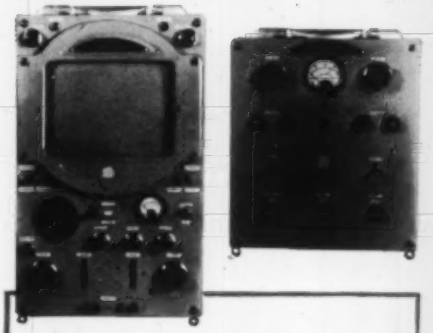
Why buy 2 or more... do 1 big sales job on RADIO BALTIMORE
WBAL

NOW...

GPL

Makes TV's Outstanding Camera Chain

Even Better!



GPL's 1951 Image Orthicon Chain is delivering even more features – better performance – than the previous model which itself set new industry standards! Compare it for ease of operation, uniform high quality, flexibility in studio or field.

Set this camera up to meet varying requirements . . . control it remotely if desired . . . select any of four lenses at the press of a button . . . adjust focus from right *or* left side of camera, with the same 300° arc of focus adjustment for all lenses . . . choose color filters, masks, at the flick of a thumb . . . control the motor-driven iris from camera or camera control unit. Normal optical focus range automatically adjusts for constant 9" diagonal at close-up, for all lenses except telephoto. Overtravel switch provides *extended* focus range, obtaining full optical focus on all lenses.

In every way, GPL's is a "human-engineered" camera chain, built to do a tough job more easily, built to do *your* specific job *best!* Arrange to see this great new model at the earliest opportunity.

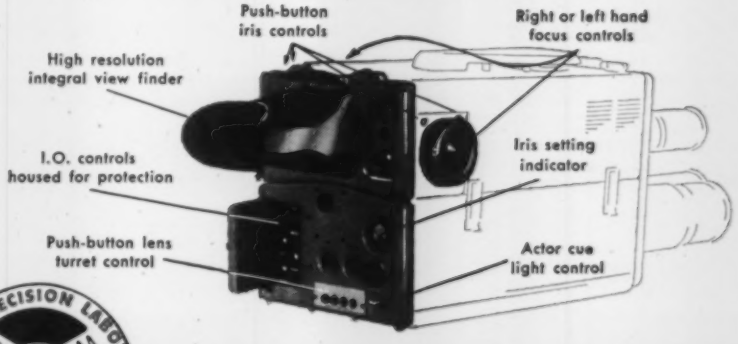
Compare

THESE FEATURES WITH ANYTHING ON THE MARKET TODAY

- Three Compact Units
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Right or Left Hand Lens Iris Control Buttons
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Enclosed I.O. Controls
- Iris Setting Indicator
- Pre-loaded Color Filter Wheel
- Swing-up Chassis
- Focus Range Selector Switch
- Equal Flexibility in Studio or Field

WRITE, WIRE OR PHONE FOR DETAILS

FINGER-TIP OPERATION
from CAMERA or REMOTE LOCATION


Push-button iris controls
Right or left hand focus controls
High resolution integral view finder
Iris setting indicator
I.O. controls housed for protection
Push-button lens turret control
Actor cue light control

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

GENERAL PRECISION LABORATORY
INCORPORATED

Pleasantville New York

NABRT EXPANDS

Adds Three Board Members

TO MAKE its operation national in fact as well as name, the newly organized National Assn. for Better Radio Television, Los Angeles, has added three out-of-state members to its local board of directors and will honor them at a reception to be held Oct. 18 in that city.

New board members include Mrs. Gertrude G. Broderick, executive secretary, Federal Radio Education Committee, Washington; Robert Lewis Shayon, radio-TV editor, *Saturday Review of Literature*, Westport, Conn.; Dr. Dallas Smythe, research professor, Institute of Communications Research, U. of Illinois, and director of studies, National Assn. of Educational Broadcasters. Mrs. Clara S. Logan, Los Angeles, is president.

Cover British Poll

NBC COVERAGE of the British elections Oct. 25 will be handled by a five-man radio news staff direct from London, Manchester, Edinburgh and Wales. Henry Cassidy, NBC director of radio news and special events, will fly to London to supervise the special team composed of Robert Trout, Romney Wheeler, William Frye, Edwin Haaker and John Farrell. NBC-TV camermen will also record the elections for NBC-TV newscasts including John Cameron Swayze's *Camel News Caravan*.

Advertisers like to read ads, too. And so advertising in Printers' Ink is read by the leading **buyers of advertising** not only because they are interested in the **stations** and markets they might use, but also because they have a professional interest in your copy, layout, etc.

Talking their trade, U. of Michigan gridcasts on WWJ, are (l to r): A. E. Horne, Dodge advertising manager; Ken Brown, chairman of Detroit Dodge dealers and committee; Bill Putich, captain of U of M team, and Mr. Tyson.

TY TYSON STARTS HIS 28TH

Radio Problems Repeat in TV Today

PROGRESS in sports broadcasting through the years was viewed by Ty Tyson, WWJ Detroit, as he signed for his 28th consecutive year of broadcasting U. of Michigan games. He noted early radio troubles in gridcasting seem much like those of television today.

Ty, who has been broadcasting football longer than most radio stations have been in business, stated:

"Back in 1924, when I handled the first football broadcast from Ann Arbor, I was lucky to have one spotter to help me keep the 'M' and Wisconsin teams straight. Back then, we had no shelter. It was a wide open broadcast, on a wide open windy day, with a wide open mike. Through that season and later ones, we used to sit huddled through drenching rains and blanketing snow storms.

"I will admit, though, that the new high in blizzards came only last year at Columbus, Ohio, when the two spotters and I could hardly see the field in front of us, much less the players, but we were tucked away in nice dry, warm booths.

"I remember the first out-of-town game that WWJ brought to Detroit radio fans. It was from Ohio State in 1926. The line charge for that one broadcast was around $2,200. That would almost take care of a season's schedule now."

The current fear of college athletic departments that television will cut down box office receipts is an old story to Ty Tyson, who went through the same thing in the early days of radio.

"In those early days, too, the colleges suffered considerable fear and trepidation for their gate receipts. Fielding H. Yost, U. of M. coach, was very unhappy about the first broadcast. But by Wednesday following the game, ticket sales had gone way up, and Yost phoned WWJ to say it would be all right to carry more games.

"I remember he said: 'It seems as though some of those rich alumni heard the broadcast and it sort of stirred up their old school spirit'."

When asked whether TV has the same effect on the gate as early radio, Mr. Tyson said:

"TV will not hurt football receipts if there is a good team with a good schedule and fair weather. If there is a heavy snow storm the day of the game, people will stay home to watch, but that will be balanced off by the extra attendance on days when mornings are fair."

Mr. Tyson opened his 28th year with the Michigan U.-Michigan State game Sept. 29. The series is being sponsored by the 27 Dodge-Plymouth dealers of greater Detroit.

FRANK STARBUCK

WRJN Founder, Pres. Dies

FRANK R. STARBUCK, 75, founder and stockholder of the Racine Broadcasting Corp. (WRJN - AM - FM Racine, Wis.) and president of the parent Journal-Times Co., died of a heart attack last Monday. He was active in the American Publishers Assn.

Mr. Starbuck founded the city's first radio station in 1926 and served as president of Racine Broadcasting Corp. until his death. A veteran newspaperman, he became president of the old *Racine Journal* when his father died in 1929. During his service, the *Journal-News* bought the *Times Call*, merging into the present *Journal-Times*. Mr. Starbuck is survived by his wife, the former Grace L. Bassindale; a daughter, Carol, and two sisters.

OHIO U. AD CLINIC

Pixley Named for Radio

L. A. PIXLEY, president of WCOL Columbus and the Ohio Assn. of Broadcasters, will preside as chairman of the clinic on radio advertising to be held during the eighth annual Advertising Conference of Ohio State U., Oct. 19-20.

A concurrent clinic on newspaper advertising will be conducted by William C. Savage, *Cincinnati Post* advertising director. Chairman of the Oct. 19 luncheon session, at the Chittenden Hotel, will be Dean C. Weidler of OSU's Commerce College. Secretary of Commerce Charles Sawyer will be principal speaker. Other sessions will be held at the Fort Hayes Hotel. Breakfast session is slated Oct. 20 under auspices of the fifth district of the Advertising Federation of America.

WNHC-AM-TV Signed

WNHC New Haven, Conn., will become the 181st affiliate of the NBC Radio network effective Dec. 1. On 1340 kc, WNHC has 250 w. WNHC-TV, an NBC-TV affiliate since 1949, has signed a two-year renewal with the network. James T. Milne is general manager.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company

MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

programs promotion premiums

'MEMORANDUMS'

WMAZ Macon, Ga., sending local advertisers "Telephone Memorandums." Green pad has many possibilities that advertiser's secretary may check for calls. Some included are: "While you were—Asleep, playing golf, trying to collect" or "Your—wife, only profitable customer, bookie, red head and girls father" called. One remark on sheet says "Reserve Time on WMAZ."

NAME IT AND WIN

KWK St. Louis, *Recallit and Win*, featuring Tom Daily playing old songs from the 90's. Listeners are asked to identify tunes for cash prizes.

TOP PROMOTION

WFGM Fitchburg, Mass., *A.M. Coffee with Curtis*, featuring Disc Jockey Allan Curtis, used new type promotional gimmick in connection with Perry Como's new RCA Victor recording "Rollin' Stone." Mr. Curtis offered free records of release, personally autographed by Perry Como, to first few listeners sending in a lock of hair and stone. Station reports that response was instantaneous and heavy.

FAIR COVERAGE

KTUL Tulsa, and WFIN Findlay, Ohio, reported last week of their fair coverage of recent weeks. KTUL played records, provided free entertainment and presented many give-aways to large crowds gathered around booth at State Fair at Tulsa. Station reports it gave away over 300 pounds of candy to children and adults attending festivities along with such things as book matches, emory boards, note pads and lipstick tissues. WFIN has already covered three county fairs and is now in progress of reporting coverage of fourth. At all fairs station presents special programming direct from fair grounds using "WFIN Tent" as studios. Station reports crowds from 200 to 300 attend shows. Station utilizes local talent during shows.

THE NEWS

MARGO Wine Co., Phila., in cooperation with WIBG Philadelphia and local newspapers ran full page advertisement based on Radio Free Europe. Ad was headed "And now . . . the news . . ." translated into Russian. Ad explained that behind the Iron Curtain there are no real news shows like company presents on WIBG. Station and company used window displays at studio and girls collected donations at noon hour on streets. John A. Margolis, president of company was presented Scroll of Appreciation by Brig. Gen. Hugh B. Hester, Philadelphia chairman of Crusade for Freedom, for work done by his radio program on WIBG.

'PERFECT COMBINATION'

WDSU New Orleans sent advertising trade five post cards during last week of September with different symbols and promotion messages saying ". . . the Perfect Combination" but giving no call letters. Post cards were followed up with large folded mail piece headed "It's here! The Perfect Combination." Inside it says "Here is the Perfect Combination . . . WDSU New Orleans. Station WDSU is the New Orleans affiliate of the National Broadcasting Company effective Thursday, October 4, 1951." On outside of piece is pictures of all five post cards.

TOP D. J.

WIP Philadelphia sending trade and advertisers large "jumbo mailing" piece featuring stories about Disc Jockey Mac McGuire. Stories from BROADCASTING •TELECASTING and other journal give inside view of Mr. McGuire's show. Inside follows up heading "twice in one week" saying "two of the nation's leading magazines pick Mac McGuire as Philly's leading disc jockey. This is followed by list of advertisers that "pick him, too."

EDUCATIONAL SHOW

NINETEEN stations through New York State began Oct. 1 carrying *Empire State FM School of the Air* 1:30-2 p.m, Mon. through Fri. Educational network was opened by Lieut. Gov. Frank E. Moore, speaking from Saranac Lake, N. Y., where the state council of school superintendents were meeting.

FISHING COVERAGE

WTMJ Milwaukee, presented on-the-spot coverage of its staff musicians fishing contest. Listener who heard "The Grenadiers" band members return from vacations with tales of their fishing abilities invited them to settle their fishing matters. Station used short-wave facilities for pick-up.

FOOTBALL SHOW

KGO-TV San Francisco, *Pappy Waldorf's Night Off*, Wed. 8:30 p.m., sponsored by Craig Oil Co., Oakland. Features California head coach Lynn "Pappy" Waldorf in home setting on his "night off." Friends, sportswriters, coaches, fans drop in to discuss the California team, prospects, errors and feats of past games and possibilities for scheduled games. Occasional films of play Waldorf is planning to use or is preparing his team to meet are shown.

STATION AUCTIONS

WLIZ Bridgeport, Conn., has started "Auctionbucks" giveaway in which station auctions off list of merchandise items to bidders. Participating merchants give customers "auctionbucks"—one for every dollar spent in store. Several hundred shopkeepers participating in Bridgeport, according to Philip Merryman, WLIZ president. Idea credited to Henry F. Auger, formerly of *Bridgeport Post-Telegram*, who has organized new firm, Auctionbucks Inc., with Mr. Merryman as president and himself as vice president.

FOUR ON ONE

WOL Washington, *Four Star Disc Jockey Revue*, 9 to 10 p.m., started Oct. 3, featuring four of station's top platter spinners. Disc Jockeys George Crawford, Mike Hunnicutt, Gramps and Hal Jackson, entertained in his own style. Each presented 15-minute portion of show ranging from folk music to be-bop.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

NO CONTROVERSY
On LBS Congressional Show

GIVE the legislator a microphone, but keep him away from discussing politics and controversial issues. With that unorthodox formula, LBS last week launched its new *Lunch With Congress*, taped each day in the dining room of the Congressional Hotel, Washington, D. C. Recorded shows are airmailed to Dallas and fed to the network each weekday, 1:15-1:30 p.m. EST.

Conductors of the show, Betty Bradley and Arthur Reilly, single out a different legislator for each show and interview him on human interest aspects of his career and Washington—but studiously steer clear of "hot" issues. Each program also presents a tourist couple, who recount their reactions on meeting their Representative and Senator.

However, in the interests of averting complete frustration, the Congressman or Senator is finally allotted one minute to expound on his favorite political issue. Show is directed by Allan Filipps.

A CHAS. MICHELSON HIT!

"Musical Comedy Theatre"

30 MIN. SHOWS TRANSCRIBED

for particulars

CHARLES MICHELSON, Inc.
15 WEST 47th ST., NEW YORK 19

ORSON WELLES IS BACK!

"The Lives of Harry Lime"

52 thrill-packed half-hour stories of the fabulous rogue made famous by Orson Welles in "The Third Man." Send for audition.

LANG-WORTH DISTRIBUTING CORP. 113 West 57th Street, New York

whose BROADCASTING is this?

Of course, BROADCASTING belongs to everybody connected directly or indirectly with the business of broadcasting and telecasting. It's the marketplace where sponsors, their agencies, stations, networks and services all meet to do business.

This copy came to you as a subscriber who wants the latest, most complete news of all radio —AM FM TV

. . . or did it?

Are you at the leisure of a route-slip . . . reading an out-dated issue . . . or taking chances on a newsstand copy?

Whatever the reason, there's too much doing in radio-tv today that directly affects your job, your future. You need the news while it's still news—while you can turn it into profitable decisions. Here's a $7.00 investment that pays real dividends every week of the year. Use this coupon to make it . . .

your . . . BROADCASTING

BROADCASTING • TELECASTING
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, I want *my own* copy of BROADCASTING every week. Please start with next issue.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

VILLANOVA GAMES

Are Sponsored on WIP

PHILCO Distributors Inc. has signed to sponsor Villanova football games exclusively over WIP Philadelphia. Announcement was made by John Hawkins, general manager of Philco Distributors, at a luncheon attended by principals.

Jim Leaming, WIP sports director and former grid star at the U. of North Carolina, was signed by Philco Distributors to handle play-by-play accounts. Mr. Leaming will travel with the team some 17,000 miles, as eight of nine scheduled games are out-of-town.

ORSON WELLES

Interested in TV Production

ORSON WELLES, star of the transcribed series *The Lives of Harry Lime*, was interviewed Sept. 28 by United States press in a special two-way trans-Atlantic closed circuited to London.

Mr. Welles, whose radio series is being offered to U. S. stations by Lang-Worth feature programs, New York, said that *The Lives of Harry Lime* which will soon be heard on radio stations throughout the country is "the first leg of my journey home. I plan to come home soon after Christmas. I'm homesick and want to get back to American radio, TV, films and most of all to just America. Just as soon as I finish the film "Othello" and complete an engagement at the St. James theatre, I'll be homeward bound."

Mr. Welles also indicated that although he had not seen American television he was interested in being a producer in the medium.

L. M. SMITH NAMED

By Blackburn-Hamilton

BLACKBURN-HAMILTON Co., radio and television station broker, last week named Lester M. Smith to manage the firm's San Francisco office. Mr. Smith has resigned as operating manager of the Russ Bldg., San Francisco, and previously was active in radio and newspaper work there and in New York.

Mr. Smith

Ray V. Hamilton, co-owner of the firm and former resident manager of the San Francisco office, has transferred to the Chicago office because of "a step-up in radio and newspaper activity" in the Midwest. He is working with Harold R. Murphy, resident partner of the company there. James W. Blackburn continues to supervise activities in Washington.

HAILING WIP Philadelphia's signing of Villanova football game broadcasts by Philco Dealers Inc. are (l to r): Jack Rensell, account executive, Weightman Adv.; William Horn, advertising and promotion director, Vic Hendler, Mr. Hawkins, general manager, Ed Berg, treasurer, all Philco Dealers; Rev. Edward B. McKee, O. S. A., moderator of athletics, Villanova College; James Shallow, sales manager, Philco Dealers; Clyde Spitzner, WIP Philadelphia local sales manager; Benedict Gimbel Jr., president and sales manager WIP and Mr. Leaming.

'SHOW TRAIN'

Gets on the Track

SOUTHERN affiliates of NBC have arranged send-off programs for sections of the "Show Train," which will carry guests from Dixieland to New York for *The Big Show* broadcast of Oct. 14.

WDSU New Orleans, which joins the network Oct. 4, will produce a half-hour network show—to celebrate its affiliation as well as the Show Train—from 10:30-11 p.m. EST, Oct. 11. Also telecast locally, over WDSU-TV, the program will feature two Dixieland bands, a concert orchestra, a 93-voice choir, and commentary by Ben Grauer.

WSB Atlanta is holding a beauty contest on three of its programs to select as Miss WSB, who will represent the station on the northbound train. Since Atlanta is the rallying point for all sections of the Show Train, the station will send a brass band to meet each section as it arrives.

Other stations participating in the send-off are KTBS Shreveport, La.; WMIS Natchez, Miss.; WFSA Montgomery, Ala.; WBRC Birmingham, Ala.; WSM Nashville, WMC Memphis, WAPO Chattanooga, and WROL Knoxville, Tenn.; and WDAK Columbus, Ga.

COVIDEO, JEWEL CITED

In Actions by FTC

DISTRIBUTOR of coin-operated TV sets and a supplier of push cards allegedly used in the lottery sales of radios and other merchandise figured in actions announced by the Federal Trade Commission last week.

Covideo Inc., New York, was charged by FTC with false advertising of coin-manipulated sets which it sells to hotels, motor courts and other establishments. Contrary to claims, FTC said, Covideo neither owns nor operates a manufacturing plant and does not maintain a staff of competent engineers and technicians. Hearing is set for Nov. 5 in New York.

In an initial decision, lottery schemes would be prohibited in a proceeding filed against Jewel Radio and Television Corp. of America, New York; its subsidiary, Crosby-Paige Industries, Chicago and Don J. Ferraro, president of Jewel. Firm is charged with supplying dealers with push cards used in reselling radios and other items by lot or chance.

CFRG Gravelbourg, Sask., new French-language 250 w station is to go on the air late in November, according to present plans.

Mississippi assured a bumper cotton crop this Fall. This means more money in the hands of more people. WJDX . . . the Voice of Mississippi . . . can help you get your share of these "cotton" dollars.

Moppet Talent

(Continued from page 88)

casts is Sylvia Devey, who auditions, rehearses and becalms the young hopefuls competing for weekly prizes plus quarterly grand prizes. Mary Griffin Jr., Enders radio-TV director, is producer.

Commercials are handled in an easy and relaxed style by Stuart Finley, who has been with the show since its early weeks. He carries on the calm, friendly atmosphere of the store's promotion. Actually he carries the Home story into Maryland, Virginia, West Virginia and Delaware, as customer studies and program ballots reveal dramatically every week. The Enders agency adds that the program has a rating in Baltimore, 40 miles away.

* * *

THE program has an international flavor obtainable only in Washington. Each week a child from a foreign embassy is interviewed, with 50 countries represented thus far. After a brief illustrated interview about the customs and history of the country, the young guest performs a folk dance, sings a native song or tells a folk story.

Weekly adult guests take part, including leading entertainment and political figures. During the school season Washington choral groups are heard.

Winners are selected by weekly post-card balloting. Some of the winners have gone on to professional careers. A teen-age accordionist gave a concert in New York's Town Hall. A recent winner, 10-year-old Benny Brown, became a three-time winner of Ted Mack's *Amateur Hour*.

The program has received many scrolls and awards from civic organizations for its role in building community spirit and tolerance as well as combating juvenile delinquency.

The weekly mail count runs into the thousands as listeners vote for their favorites. A special promotion completed yesterday was built around selection of a name for the dancing line, with a TV set as prize.

WEARING *farm hat to prove it,* **Frank P. Fogarty, general manager of WOW-AM-TV Omaha, was judged winning member of a panel of "city slicker" judges in a district dairy show at Seward, Neb. Mr. Fogarty was said to be well briefed on finer points of judging dairy cattle by Mal Hansen, WOW's farm service director.**

BASEBALL AWARDS

Top Sportscasters Picked

FIRST video awards to honor television baseball commentators were announced last week by a baseball weekly newspaper, *The Sporting News*.

The publication has for years selected outstanding play-by-play sportscasters in each major league.

Chosen to receive the first TV awards were Jack Brickhouse, WGN-TV Chicago, telecaster of the home games of the Chicago White Sox, and Russ Hodges, WPIX (TV) New York, who airs New York Giant home games.

Radio honors for 1951 went to Mel Allen, who handles New York Yankee games, and Harry Caray, who describes St. Louis Cardinal contests.

This was the sixth consecutive win for Mr. Allen, whose reports are aired by WINS New York and a chain of stations. Mr. Caray previously won similar recognition in 1946, 1948 and 1949. His accounts are aired over the Cardinals' network, originating at WIL St. Louis.

Strictly Business

(Continued from page 16)

City dress designer. They have three children, Alan R., 9, Gary E., 7, and Gloria Jean, 4.

This happy fivesome makes its home in Deerfield, a Chicago North Shore suburb. Five acres around their home give Mr. Mintz ample opportunity to practice flower gardening, through which he finds relaxation. Mr. and Mrs. Mintz also enjoy horseback riding.

Contrary to persistent rumor, he is not related to Herbie Mintz, Chicago NBC-AM-TV pianist and radio veteran of 25 years. But, he added, they both have the same doctor.

'AM RADIO SALES'

R. Atlass Sets Up Firm

NEW REPRESENTATIVE organization has been set up by Ralph Atlass, general manager of WIND Chicago, to sell time on four stations in which he has interest — WIND Chicago, WMCA New York, WLOL Minneapolis and KIOA Des Moines. The company, to be known as AM Radio Sales, will open New York offices Nov. 1 in the WMCA Bldg., 1657 Broadway.

Mr. Losee

Wilmot H. Losee has resigned as general manager of WINS New York to head the new company's operations there. Additional personnel will be added and the company plans also to open a Chicago office at 400 N. Michigan Ave.

Mr. Atlass and John Carey, commercial manager of WIND, will supervise operations. Mr. Atlass has controlling interest in WLOL and KIOA and is a consultant to WMCA.

Present plans provide only for representation of the four stations and future plans have not been determined, Mr. Carey said. He explained the stations previously worked with four station representative firms and that the new arrangement will offer faster and more complete service to all clients.

N. Y. Theatre Leased

FIVE YEAR lease on Colonial Theatre, Broadway at 62d St., New York, has been obtained by NBC from RKO Theatres. The Colonial, seating more than 1,000 persons, will be used for television. NBC previously acquired the New Amsterdam Roof Theatre for TV [BROADCASTING • TELECASTING, Sept. 17].

WMRY SELLS NEW ORLEANS' GREAT NEGRO MARKET

WMRY programs to more than ½ million Colored people throughout Southern Louisiana, Mississippi, Alabama and Northwest Florida.

600KC - "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA
JOHN E. PEARSON CO.
Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

SELL MORE TIME WITH THESE SPOTS

Here's how you can sell more radio time to your local lumber dealer as you help him promote one of his most profitable lines—modern wood window units. Two new records contain 24 1-minute and 24 15-second radio announcements prepared with appropriate sound effects and professional talent. Plenty of time for fill-in.

Appealing TV Films also Available
13 new TV films plug the same profit line — modern wood windows. Professional quality. Generous time allotted for dealer's signature.

FREE MANUAL
tells what you need to know to offer expert advertising advice to your local lumber dealer. Send for your copy today!

Wood Window Program
38 South Dearborn Street
Chicago 3, Illinois
Please send me the free manual that will help me advise my lumber dealer advertisers. I am interested in radio announcements ☐ — TV films ☐.
Name.....
Address.....
City.....State.....

KDKA PITTSBURGH 50,000 WATTS
... CONSISTENT LEADERSHIP IN A LAND OF 7 MILLION LISTENERS ...
WESTINGHOUSE RADIO STATIONS Inc.

Open Mike

(Continued from page 20)

they did . . . and we showed one around locally . . . it doesn't phase them.

A local readership study based on "225 interviews" of a 30,000 circulation paper showed both these extremes.

(1) The back page used by a department store daily for 20 years at a total cost of over $1½ million got "top-billing" with 97% identification.

(2) Quarter-page ads for national products got as little as 2% readership identification; yet these same people go right back in as a matter of habit and convenience.

In my 28 years in the advertising and radio business I have come to the conclusion that a local newspaper advertiser who gets "specific action on a specific item" cannot be unsold on the medium with statistics. Only results will keep him sold and results ought to be determined on equal expenditures under equal conditions.

I think we in radio—on a local level—try to get results for people who cannot be helped by any advertising medium. A concentrated effort to land the fish that have meat on their bones will result in acceptance, eventually . . . there has to be a starting point . . . why not now?

Let every radio station concentrate on getting the more successful business establishments in its community on the air on an equal footing and equal conditions with other media and the national accounts will take cognisance despite surveys.

Lou Poller
WPWA Chester, Pa.

* * *

Voice for Radio

EDITOR:

It's always nice to know that we laymen in radio have BROADCASTING to serve as a "loudspeaker" to the Industry when we want to shout about something. . . .

Dave Rodman
WEIM Fitchburg, Mass.

* * *

Sight-Seers Invited

EDITOR:

Was most interested to read in OPEN MIKE of Sept 17 that ZNH, in the Bahamas Islands, is now a commercial radio station. . . .

It might also be of interest that ZBM Hamilton, Bermuda, has always been commercial, from its inception in May of 1946. ZBM is a hard-hitting 250 w independent, whose operation could be well copied by quite a few of its American counterparts.

. . . anyone in the industry with a Bermuda vacation would find it worthwhile to stop in at ZBM's studios . . . . I was fortunate enough to be with Radio Bermuda for two years, so I know what I'm recommending.

Eddie Phelan
WNAT Natchez, Miss.

WILK

PENNSYLVANIA'S 3RD LARGEST MARKET

• SCRANTON
★ WILKES-BARRE
• HAZLETON
• BLOOMSBURG

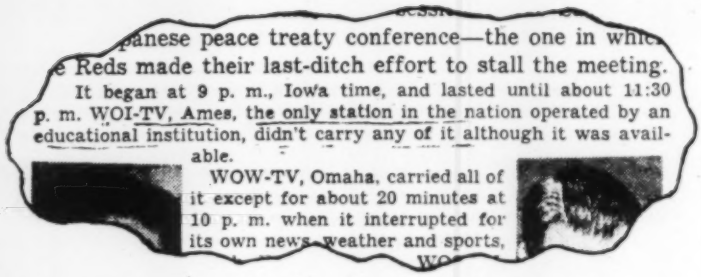
5000 WATTS of SELLING POWER

WILK ABC

980 KILOCYCLES • AM-FM
5000 W (d) 1000 W (n)
NAT'L REP
AVERY KNODEL INC.
608 Fifth Avenue
New York 20, N.Y.

Dream Materializes

HOW Mrs. Mary Lou Pfeiffer, director of women's activities for WRFD Worthington, Ohio, saw her dream of a memorial hospital at Kenton, Ohio come true, is told in the October issue of *Good Housekeeping* magazine. The WRFD personality initiated the drive for the hospital several years ago, helped its growth through auctions and other promotion.



...panese peace treaty conference—the one in which the Reds made their last-ditch effort to stall the meeting.

It began at 9 p. m., Iowa time, and lasted until about 11:30 p. m. WOI-TV, Ames, the only station in the nation operated by an educational institution, didn't carry any of it although it was available.

WOW-TV, Omaha, carried all of it except for about 20 minutes at 10 p. m. when it interrupted for its own news, weather and sports.

WO...

* * *

Page Senator Benton

EDITOR:

Enclosed [above] clipping from the *Des Moines Register* makes it rather clear why those of us who live near an educationally owned and operated station do not want to see the FCC allocate too many channels for educational use.

Judson D. Edwards
6568 Colby Ave.
Des Moines

NEWSPAPERS

Video Aids Circulation

TELEVISION was described as an aid to daily newspaper circulation in a report presented before the Associated Press Managing Editors Assn. in San Francisco.

The report, anchored to extensive surveys by editors in 10 cities where the Senate Crime Investigating Committee hearings were telecast, was presented by Frank Eyerly, *Des Moines Register & Tribune.*

While there was some dissension, six editors reported telecasts not only failed to reduce circulation but "whetted the appetites" of newspaper readers.

It was noted, however, that video will require newspapers to be more exact in descriptive details when reporting major news events.

Dissenting was Dick Clark, *New York Daily News,* who warned that as the quality of television improved, it will become increasingly difficult to sell newspapers.

Dale Stafford, *Detroit Free Press,* said the telecast Kefauver hearings definitely hurt his paper's circulation. Carl White, *Santa Monica Outlook,* whose regional survey was described as "the most intensive," said that video in California is having a negligible effect on circulation. "Television will be absorbed just as radio was absorbed," he predicted.

Turner Catledge, *New York Times,* commented that only in entertainment features and not in serious news reporting is television a competitive factor.

Herbert F. Corn, *Washington Star,* said TV did hurt circulation until the novelty wore off, then the loss in circulation was regained.

WCBS-TV Antenna

CONSTRUCTION of new WCBS-TV New York transmitting antenna started Sept. 27 when the first of 20 radiating elements were hoisted atop the Empire State Bldg. New antenna should be ready for use about the end of this month.

book reviews

ADVERTISING CAMPAIGNS. By Ir... in Graham. Harper & Bros., 49 ... 33rd St., New York 16, N. Y. 324 pp. ...

This book is primarily a te... but it is valuable for the adverti... ing man who wants greater insig... into the methods of coordinati... various phases of advertising a... selling into the integrated progra... called a "campaign."

Its thesis is that the residual e... fect left by a single commerci... announcement on the mind of ... listener, for example, is general... diminutive:

"In most cases the prospect ... not vitally interested in what t... advertiser has to say . . . also ... is apt to forget what the adve... tiser claimed the day before. Co... sequently a concerted series ... advertisements — a campaign — ... usually necessary to drive home t... trade names, brand names, produ... features, and many other poin... considered important by the adve... tiser."

After the usual definitions ... terms, the book discusses problem... of launching a campaign. The... include charting policies, agen... selection and the advertisi... budget.

The selection and use of media ... considered and not only are t... well-known media such as rad... and television analysed, but al... techniques such as transit rad... and storecasting. Case histories a... cited.

Coordination of the sales a... advertising programs is describe... and the final section of the bo... tells how campaign success may b... evaluated.

The author is now an accou... executive with Roberts & Reime... New York. He formerly was pr... motion manager for CBS Radi... Sales Division.

* * *

COLOR TELEVISION NOTEBOOK. Volume II. Paul H. Wendel Pub. Co., Box 1321, Indianapolis 6, Ind. $1.

THIS paper-covered notebook co... tains technical information for ci... cuit engineers, servicemen, a... TV experimenters. It describ... fundamentals of color televisi... systems, receiver circuitry for t... CBS color system and details ... the CBS-Columbia companion r... ceiver and the Tele-Tone co... companion receiver.

WKY-TV Schedule

REGULAR daytime telecasting h... boosted WKY-TV Oklahoma City's weekly schedule to more than ... hours per week. Effective Oct. ... the station signs on at 9:30 a.m. every morning, Monday throug... Friday. It had been signing on a... 1 p.m. on those days. Station da... never ends before 11 p.m., and o... Saturday, WKY-TV has been operating from 8:45 a.m. to pa... midnight for some time.

RADIO: OUR PRODIGAL SON

By TOM HOTCHKISS, Mgr.
THE VIKING NETWORK
PORTLAND, ORE.

TOM HOTCHKISS, the author, is manager of The Viking Network with offices in Oregon. He began his radio career in 1935 at the age of 16 as an announcer for WKBZ Muskegon, Mich. At 18, he became continuity chief at WIBC Indianapolis. Gained valuable experience in writing, production and programming at KTAR Phoenix, KTUC Tucson and KROD El Paso. Then came 32 months in the Navy during World War II. He was program director for KGER Long Beach, Calif., 1946-1948, and held the same position at KFSD San Diego 1948-1950. Late in 1950, with a group of other young radio people, he helped form The Viking Network, which extends throughout the Pacific Northwest region. The network grew from four to 14 affiliates in less than a year.

Mr. HOTCHKISS

BROADCASTERS like to get together these days and diagnose the ills of the industry. Coffee or cocktails will get you some of the analytical answers to "What's wrong with broadcasting today?"

It's surprising how often the answer seems to be:

"We've got to *SELL* radio!"

There's more to the problem than the need for *selling*. Selling alone won't save radio.

What is more pathetic than the figure of the tired radio salesman, in the market where TV's bright luster illumines the scene, plodding his route from door-to-door, peddling the same dingy wares?

Yes, I said *dingy*. For, generally, that is what radio has become. It seems about the same, in many cases, as the gramaphone did in its last days: ornate, tinny, out-of-place—almost vulgarly passe.

* * *

EXAMINE the average radio station today to see just what comes out of its heart and head—the program office. You will be somewhat shocked to discover a frayed and tarnished parade of wheezing and rheumatic "ideas."

You will find, in almost any given large city, two or more stations dishing out practically the same fare—programming based lazily and almost completely upon phonograph records, and news pulled directly off the wire.

You could take literally hundreds of stations and transplant them, jumble them up—from state to state—and no one would know the difference, so little are they identified or concerned with their community lives.

Cut out of a standard pattern, slapped together like a cheap suit, mass produced, they are a far cry from their progeny which faithfully reflected community life and which intrigued with refreshingly new ideas.

"Sell, sell, sell," sounds vigorous and exciting—but when we ask, "Sell what?" it is inclined to have a hollow ring—a long and lonely echo.

True, radio salesmanship is in an ailing state. Gone is the old luster and verve. Half-hearted, weak, and failing fast, radio's one-time lusty confidence has been severely shaken.

Radio's inferiority complex is being reflected more and more in the fluid ranks of its salesmen—men without conviction, resigned to picking up the crumbs. Sales clinics—some of them inspired, others farcical—have all failed to rally the faltering forces.

For there is no quick and easy cure for radio. Its ills are basic and deep-rooted, and salesmanship alone can *never* do the job.

* * *

ANY blame for radio's crumbling foundation can be fixed squarely upon its *programming*. Practically every station facing death can logically, step by step, narrow its degeneration down to its diseased programming.

Have enterprise, imagination, and creative writing skill been the requisite of program directors? In successful stations, yes—and some of them can afford to face television with cocky assurance. But in a *large majority* of stations—and this is a scandalous fact—the program director is ill-qualified to hold what is certainly the most responsible post in broadcasting.

Program directors have been chosen because they were "the best announcer," a "good sportscaster," a "fine disc jockey," a "capable traffic manager," and for lots of other equally illogical reasons.

Often prima donnas, self-styled executives, mike-happy over-age announcers—all too rarely men of true creative skill—this motley crew of gilt-edged phonies, utterly lacking in vision and with small concern (even in this hour of crisis) for radio's destiny, is now riding the broken-down bandwagon on what may be its last mile.

Jealously containing the station's programs within the confines of their own personal tastes, slamming the door on dozens of fresh outside ideas, doing everything the easy way—this reckless fraternity has gained a stranglehold on a vast segment of the broadcasting industry.

It all happened, of course, because management or ownership was lax or short-sighted or misguided—and it will fall to the men at the top to institute the shake-up and begin the purge that will rid radio of the good-for-nothings without the faith or fortitude to rise to the occasion.

Open the back door for all the weaklings who quake at the challenge of today—turn them out! There's new blood banging at the front door!

It's time for radio to *dare!* The tape recorder has fired the imagination—given radio a new scope in news, in special events, in all kinds of programming.

* * *

THERE'S talent in your town—talent that would have been on the air before World War II, when radio quit working very hard at its trade. Build it into programs! Surprise your listeners out of the deadly apathy into which radio has lulled them.

Call on industry—radio seldom has. In almost every station's territory there is heavy industry of some kind with public relations dollars to spend on programs of local significance.

Get out of your studios—out into the town and country. Shove the staff out the door, thrust them out into the world. There's more to radio than spinning records or rid-

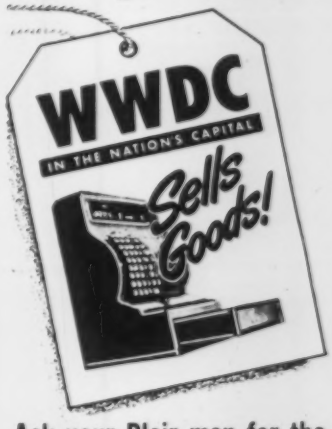
(Continued from page 104)

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

WWDC NOW 1st in out-of-the-home Washington audience*



Ask your Blair man for the whole WWDC story

*Pulse: July, 1951: 6 A. M. to Midnight

CAPT. CLARK NAMED

Succeeds Maj. Meranda

APPOINTMENT of Capt. Chester H. Clark (USAF) to succeed Maj. Mark D. Meranda (USAF) as assistant chief of production for the Defense Dept.'s Radio-TV Branch was anounced last Tuesday by Charles Dillon, branch chief. Major Meranda has been transferred to the Air University, Maxwell Field, Ala.

Captain Clark was staff announcer at WCAE Pittsburgh from 1938 to 1947 when he resigned to manage WLOG Logan, W. Va. In 1948 he helped put WRYO Rochester, Pa., on the air. Subsequently he served as account executive at WWSW Pittsburgh.

Major Meranda wrote and produced the *Air Force Hour* on MBS for five years and the *Armed Forces Review* on MBS since last July.

Foreign Shows

TWICE daily Polish language news broadcasts, first of a series to originate in European studios, was launched in Munich last Monday by the State Dept.

New policy is designed to reduce the time lag in programs emanating from New York and to make available interview-type segments. Broadcasts supplement standard Voice of America language shows from New York and also feature eastern European news.

FOR FINEST TAPE RECORDING
KMBC
Kansas City, Mo.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
For new catalog — write
Magnecord, INC.
360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

SEPTEMBER 28 THROUGH OCTOBER 4

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WOOF Dothan, Ala.—Mod. CP authorizing changes in power, etc., for extension of completion date.

WDMJ Marquette, Mich.—Mod. CP authorizing change in frequency, power, location, etc., for extension of completion date.

WALK Patchogue, N. Y.—Mod. CP authorizing new AM station for extension of completion date.

AM—1320 kc

Circle Bcstg. Co., Hollywood, Fla.—Amend CP to change from 1260 kc to 1320 kc, and make changes in stockholders, officers and directors.

License Renewal

Request for license renewal: WWOD-FM Lynchburg, Va.

October 1 Decisions . . .

BY THE SECRETARY

KRNT-FM Des Moines, Iowa—Granted mod. CP for extension of completion date to 3-20-52.

WFBC-FM Greenville, S. C.—Granted mod. CP for extension of completion date to 4-1-52.

WFMT Chicago, Ill.—Granted mod. CP for extension of completion date to 12-21-51.

WARD-FM Johnstown, Pa.—Granted license for FM station; Ch. 221 (92.1 mc) 285 w; ant. minus 87 feet.

KFAC-FM Los Angeles, Calif.—Granted license for FM station: Ch. 282 (104.3 mc), 8.8 kw, ant. 190 ft.

WLOK-FM Lima, Ohio — Granted mod. CP for extension of completion date to 1-18-52.

WLAN-FM Lancaster, Pa.—Granted mod. CP for extension of completion date to 4-13-52.

WGAF Valdosta, Ga.—Granted mod. CP for extension of completion date to 12-1-51; cond.

WRAG Carrollton, Ala.—Granted license for AM station: 590 kc, 1 kw, D.

WLBJ-FM The Bowling Green Bcstg. Co., Bowling Green, Ky.—Granted mod. CP for extension of completion date to 12-18-51.

October 1 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WIBL Medford, Mass.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WLCS-FM Baton Rouge, La.—Mod. CP for new FM station to change ERP, ant. height, etc.

WFBC-FM Greenville, S. C.—Mod. CP, as mod., for new FM station, for extension of completion date.

KSDS (FM) San Diego, Calif.—Mod. CP, as mod., for new non-commercial FM station, for extension of completion date.

Modification of License

WDXE Lawrenceburg, Tenn.—Mod. of license to increase power from 500 w to 1 kw.

October 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KUGN-FM Eugene, Ore.—Mod. CP authorizing new FM station for extension of completion date.

License for CP

KDAS Malvern, Ark.—License for CP, as mod., new AM station.

KDLM Detroit Lakes, Minn.—License for CP, as mod., for new AM station.

WIRO Ironton, Ohio—License for CP as mod., for new AM station.

FM—97.5 mc

WLVA-FM Lynchburg, Va.—CP to make changes in ant. height from 2040 to 2063 ft. above average terrain, etc.

License Renewal

Request for license renewal: KFIS Fairbanks, Alaska.

APPLICATION RETURNED

WPAZ Pottstown, Pa.—RETURNED application for license for CP, as mod., for new AM station.

October 3 Decisions . . .

ACTION ON MOTIONS

By Wayne Coy, Chairman

Sky Way Bcstg. Corp., Columbus, Ohio—Granted motion for correction of oral argument transcript of July 1 re its application and that of Stephen H. Kovalan, Wellston, Ohio.

By Comr. Robert F. Jones

Johnston Bcstg. Co., Birmingham

FISH SAGA

KECC Sells Spots at Sea

SELLING a client on radio is a worthy achievement in itself, but when you convince the sponsor to move into your station area and then sell out his entire stock in a week—perhaps that is the ultimate in salesmanship, and no fish story either.

In any event, that claim is made by KECC Pittsburg, Calif. According to General Manager Mel Marshall, Capt. Charles Armstrong was cruising his fishing boat and filling it with freshly-caught tuna when he tuned in KECC while 150 miles off the Golden Gate. Apparently he liked what he heard.

Later the captain anchored at McAvoy, near Pittsburg, and visited the station where he bought a series of spot announcements plugging sale of tuna at McAvoy. The first spot was aired at 6 p.m., bringing in a customer 10 minutes later. Similar announcements the next five days took care of slightly over four tons of fish. Capt. Armstrong returned to sea and promised to buy more spots.

WGBH (FM) On Air

A NEW educational station, WGBH (FM) Boston, was scheduled to go on the air Saturday, Oct. 6 at 8:30 p.m. with what is described as the first full-length performance of the Boston Symphony Orchestra to be broadcast in that city in 25 years. An open house was held Oct. 3 in the Symphony Hall studios, now nearing completion. WGBH (FM) is licensed to the Lowell Institute Cooperative Broadcasting Council, a project jointly sponsored by Boston College, Boston U., Harvard U., Lowell Institute, Massachusetts Institute of Technology, Northeastern U. and Tufts College.

AN INVITATION TO SUCCESSFUL ADVERTISING

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WCKY CINCINNATI

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
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DALLAS 5, TEXAS
JUSTIN 6108

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Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
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AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LeFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

...-Granted petition for dismissal of ...plication.

KTRB Modesto, Calif.—Granted peti... for continuance of hearing from ...t. 18 to Nov. 19 in Washington, in ...oceeding re application.

CBS New York, N. Y.—Granted peti... for leave to amend application ...e assignment of license of WBKB-TV ...icago, from Balaban & Katz Corp. ... CBS) so as to bring application up-...date with respect to stockholders, ...icers, and directors and to make cor...ctions relating to number of shares ... applicant corporation.

By Hearing Examiner J. D. Bond

City Bcstg. Corp., Nashua, N. H.—...anted petition for extension of time ...m Oct. 1 to Oct. 31, to file proposed findings of fact and conclusions of law in proceeding re application.

By Hearing Examiner H. B. Hutchison

Chief, Broadcast Bureau — Granted petition for an extension of time from Oct. 1 to Oct. 15 to file proposed findings of fact and conclusions of law in proceeding re application of WKEY Covington, Va.

By Hearing Examiner Fanney N. Litvin

Azalea Bcstg. Co., Mobile, Ala. and WSMB New Orleans, La.—Granted joint petition for indefinite continuance of hearing, now scheduled for Oct. 2 in Washington, in proceeding; hearing continued until 30 days after commission has taken action upon joint petition filed by parties Sept. 5 (for reconsideration and grant without hearing of respective applications).

WOL Washington, D. C.—Granted petition for continuance of hearing from Oct. 10 to Dec. 10 in Washington, in proceeding upon application for renewal of license of synchronous amplifier located in Silver Spring, Md.

By Hearing Examiner Elizabeth Smith

Allentown Bcstg. Corp., Allentown, Pa.—Granted motion for extension of time from October 1 to October 22 to file proposed findings of fact and conclusions in proceeding re its application and that of Easton Publishing Co., Easton, Pa.

Grand Island Bcstg. Co., Grand Island, Neb.—Granted petition for continuance of hearing from Oct. 1 to Oct. 31 in Washington, in proceeding upon its application and that of Custer County Bcstg. Co., Broken Bow, Neb.

WVOP Vidalia, Ga.—Deferred action on petition to change place of hearing.

By Hearing Examiner James D. Cunningham

WEBK Tampa, Fla.—Granted motion for continuance of hearing from Oct. 3 to Dec. 4 in Washington, in proceeding upon application.

Luke H. Wetherington, New Bern, N. C.—Granted motion for leave to amend application to show (a) applicants to be Luke H. Wetherington, L. T. Grantham and David E. Hardison, co-partnership, d/b as Craven Broadcasting Co., and (b) required data with respect to partnership.

WARM Scranton, Pa.—Granted petition in so far as it requests continuance of hearing on applications for mod. CP and in other respects denied.

October 3 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KAKC-FM Tulsa, Okla. — Mod. CP authorizing new FM station for extension of completion date.

License for CP

KFQD Anchorage, Alaska — License for CP authorizing changes in frequency, etc.

WAMS Wilmington, Del.—License for CP authorizing changes in operating hours, etc.

WLBJ-FM Bowling Green, Ky.—License for CP, as mod., authorizing changes in station.

CP to Replace CP

KNCM Moberly, Mo.—CP to replace CP authorizing changes in frequency, etc.

WEWO-FM Laurinburg, N. C.—CP to replace CP authorizing new FM station.

APPLICATION RETURNED

Sunshine Network Inc., Delray Beach, Fla.—RETURNED application for CP new AM station.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: Commercial manager for Louisiana station. Hard and sincere worker can get part of station profits. This station has always operated in black. Box 154L, BROADCASTING.

Salesman

Going increased power, need another salesman, drawing account and commission. Excellent section of Idaho. Write, references KIFI, Idaho Falls, Idaho.

Salesman: If you are a radio time salesman and would like to live in vacation land, with unlimited earnings, call, wire or write Buddy Starcher, WMBM, Miami Beach, Florida.

Salesman—male or female, independent Berkshire station. 15% commission, $75.00 a week guarantee. Contact Nicoll, WNAW, North Adams, Mass.

Announcers

Morning man. 5000 watt net affiliate. A super-Hooper, personality breakfast, platter man. Opportunity unlimited if you've got what we want. Send audition, Hooper-ratings, business and personal references in first letter. Box 47L, BROADCASTING.

Top independent southeastern market has opening for announcer with general all-round ability. Well above average salary schedule for responsible man. Three or more years experience required with good business and personal references. Send audition with commercial spots, five minute news and disc jock. Replies confidential. Box 91L, BROADCASTING.

Wanted: Combination news and sports primarily, would prefer interest sales also. Midwest station, only outlet good community. Give full particulars first letter. Box 120L, BROADCASTING.

Announcer-engineer, network station making good profits, congenial small staff, owner-manager, excellent living conditions. $65 to start. Selling not required, but will pay 20% commissions on all sales. Located in southeast. Box 135L, BROADCASTING.

Wanted immediately, combination program director and morning man for 1000 watt daytime independent located in western N. C. Excellent opportunity, good working and living conditions. State all qualifications, references, etc., in first letter. All replies confidential. Box 143L, BROADCASTING.

Announcer with first phone licenses, emphasis on sport and news. Excellent proposition for sober, reliable man not afraid of work, located in southwest Virginia. Box 153L, BROADCASTING.

Central Illinois net affiliate needs versatile, experienced announcer, strong on commercials and discs. Box 158L, BROADCASTING.

Wanted: Experienced combo man, immediately. $70.00 for 48 hours. Well established 250 watt progressive MBS affiliate. KBMY, Billings, Montana.

Announcer wanted: Good salary for right man. Must be tops on board operation as well as staff. Send full details and disc with first letter. Joe Monroe, KENT, Shreveport, Louisiana.

Announcer-engineer. Opportunity for advancement in profitable network station located near Birmingham. $55.00 to start, small congenial staff, owner is manager, selling not required but will pay 20% commission on all sales. Box 136L, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Immediate opening for announcer-engineer at one of west Texas' newest 250 watt indies. Forty hour week with salary and advancement according to ability. Don't have time for prima donnas, if you can talk and have a 1st class ticket, contact Pat Jeter, Chief Engineer, KFLD, Floydada, Texas.

Wanted, two engineer-announcer. Must be good. One strong on sports, one assist in programming and morning announcing. Local independent station with ambitions to grow. Interested in family men who want future and lots of hard work. $85 or more per week for right man. Send full information, audition, photo and references. Only experienced men need apply. Merle H. Tucker, KGAK, Gallup, N. M.

Wanted: Announcer-engineer. Emphasis on announcing. Old, established, 1000 watt going network November 1st. Permanent position. Send disc or tape, qualifications, salary requirements. KIUP, Durango, Colorado.

Announcer: $65 per week. Minimum 5 years experience. Rush audition disc and complete details. KNEA, Jonesboro, Arkansas.

Combination announcer-engineer. Emphasis on announcing. Salary commensurate with ability. Call **Manager,** at telephone 780 collect. WBSC, Bennettsville, S. C.

Combo man, with first ticket. Immediate opening. Permanent. Daytime operation. Accent announcing. $63.75 weekly year round. Maximum 50-hour week, present schedule 40-hour. Car necessary. Details, disc, photo. WDLA, Walton, N. Y.

Wanted: Experienced, versatile announcer, strong on morning records and staff news. Good starting salary, graduated pay scale, talent. Send audition, photo, letter of qualifications including salary expected to Station WFDF, Flint, Michigan.

Aggressive time salesman. Independent station. Good proposition for experienced salesman. Also salesman who can sell his own western DJ show, aggressive salesman who knows how to sell. High commission against draw. J. Eric Williams, WGAT, Utica, N. Y.

Announcer-copywriter wanted for growing independent. Good working conditions. Gateway to Michigan's fishing, hunting, resort area. Write or call WMDN, Midland, Michigan.

Announcer with first phone license. $60 per week. WMOG, Brunswick, Georgia.

Dual network station, TV application, has opening for staff announcer. Better than average opportunities. Send audition and resume to J. W. Carson, WMOX, Meridian, Miss.

Good, steady staff announcer is wanted on 5 kw NBC affiliate in large North Carolina city. No sports or DJ specialists. Just topflight staff man. Prefer man from southeast. Write Robert C. Estes, Pgm. Mgr., WSJS, Winston-Salem, N. C.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Engineer or combination for 250 watter near N. Y. Box 585K, BROADCASTING.

Transmitter engineer needed at once. AM-FM with TV prospects. Car necessary. Experience not necessary. Box 48L, BROADCASTING.

Help Wanted (Cont'd)

Wanted, chief engineer and a first class operator for 1000 watt southern independent. Box 144L, BROADCASTING.

Modern station in Phila. area has opening for experienced licensed man for duplex operation. Man leaving our present staff is going on to bigger but not better things. Box 151L, BROADCASTING.

Want combination engineer-announcer for permanent position with solid Missouri station $300 month. Send disc and full information in first letter. KREI, Farmington, Missouri.

Wanted: Transmitter engineer immediately. Must have car, first class ticket and minimum of two years transmitter experience, preferably with station of 1 kw or more. In first letter, please give full particulars of background including photo and references. Reply to General Manager, KRMG, Tulsa, Oklahoma.

Transmitter engineer. 1000 watt full-time, progressive, network outlet. Good working conditions, good wages. Write Chief Engineer, KSUM, Fairmont, Minnesota.

Have immediate opening for engineer with first phone. No experience necessary. Write all details first letter. Radio Station KVAL, Brownsville, Texas.

Engineer, some announcing, $65.00 for 45 hours. KWAD, Wadena, Minn.

Needed immediately, a man with first class phone ticket to handle combo job. Excellent earnings. Permanent position. Car needed. Write or wire WCDL, Carbondale, Penna.

Wanted: Engineer-announcer, also announcer. Station WKEU, Griffin, Ga.

Transmitter engineer. Car necessary. Permanent for right man. 1000 watt newspaper affiliated ABC Network station. **Contact Harold White, WKTY, LaCrosse, Wisconsin.**

Transmitter engineer. 40 hours per week. Needed immediately to keep on air. College town. Call or wire collect WLBK, DeKalb, Illinois. Phone 2677.

Immediately, first class engineer, experience not necessary, starting salary 40 hours week $55. ABC affiliate. Contact Chief Engineer, WNBZ, Saranac Lake, New York.

Two first class operators, experience not necessary, car essential. $50.00 per forty hour week. Contact Chief Engineer, WOLS, Florence, S. C.

Immediate opening in 5000 watt station for first class experienced transmitter engineer. Write to Chief Engineer, WTOC, Savannah, Ga.

Wanted: First class licensed operator, preferably none or little experience, need automobile, contact Radio Station WVMI, Biloxi, Mississippi.

Production-Programming, Others

We want a thoroughly experienced radio girl. One who knows traffic, copy and air work. Excellent salary for capable worker. 1000 watt net affiliate in attractive midwest city. Send details, picture, when available to Box 157L, BROADCASTING.

Wanted: Experienced news man, rewrite. Excellent opportunity for man with writing ability and news judgment. Air work not essential. Send letter of qualifications, including experience, background and salary expected to Station WFDF, Flint, Michigan.

Situations Wanted

Managerial

Capable of managing small operation. Announcer - engineer - salesman. Experienced. Family man, automobile, minimum $350.00. Box 63L, BROADCASTING.

Manager: With a record of achievement in highly competitive midwestern metropolitan field. Not a "Fancy Dan," but a sound, practical operator with a background of 12 years newspaper experience and 10 years in management of 2 recognized 5 kw network outlets. Extremely dollar conscious and strictly sales-minded. Now in newspaper field but seek return to AM radio with established station having a man-sized job to be done and willing to pay well for accomplishment. Not interested in station skating on thin ice because I'm not a miracle man or one-shot wonder worker. Will invest. References from prominent past employer and industry leaders as well as present employer. Go anywhere. Available 30 days notice and available for immediate interview in your office. Box 70L, BROADCASTING.

Station or commercial manager, with ideas that have increased sales and built audiences. Thoroughly experienced all phases, large and small markets. Available now. Box 117L, BROADCASTING.

I can make you money! 4% return last year under past manager. We have paid 25% this year. Can do same for you. Looking for larger market. 7 years in radio. Sober. Family man, 29 years. Available 30 days. Box 119L, BROADCASTING.

Proven executive ability. 14 years sales experience with 50 kw top Hooper radio station. Experience with leading independent, Prior agency and newspaper experience. Leaving present station for understandable reason. Will consider account executive at right figure. Box 810, Richmond, Virginia.

Salesmen

Employed time salesman desires new position in New York City. Box 140L, BROADCASTING.

Announcers

Announcer-engineer, 27. Radio school, private. First phone. 8 years Merchant Marine, Airlines. No broadcast experience. Disc. Box 955K, BROADCASTING.

Announcer-program director desires position in northeast. Ten year background. Box 55L, BROADCASTING.

Recent graduate School of Radio Technique, desires general staff, sports, play-by-play. College, married, veteran. Box 79L, BROADCASTING.

Sales minded young announcer trained all phases radio and TV. Radio: Air work, control board, news, copywriting, sales. TV: Camera, film editing, direction, production. Available immediately. Draft exempt. Box 84L, BROADCASTING.

Non-flubproof? No! Several months experience on board, newscasts, 1 daytime station. Veteran, wife, car. Penna. now, travel immediately. Box 112L, BROADCASTING.

Experienced announcer AM-TV, all phases! Strong commercials, MC, news. Presently employed 50 kw NBC AM-TV. Desire change. Excellent references. Disc, photo, particulars on request. Thank you! Box 114L, BROADCASTING.

Attention station managers. Program directors! Do you need a good man to help your station grow? Can handle announcing, DJ, sports, news, sell, continuity. Wish to become part of your community. Have done work on New York stations. Single, veteran, resume, photo, disc available. Box 115L, BROADCASTING.

College graduate first phone, first telegraph, seeks combination announcer-engineer job with small California or southwest station. Four-F draft. No experience, no contact with any form of radio in past four years. Soon to be discharged from Navy. Will work any shift. Box 117L, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, had own western band on radio, clear voice, sober, dependable, married, prefer western show. Box 121L, BROADCASTING.

Announcer-newsman, 3 years all phases college radio. Single, veteran, 26. Car. Desire anything in field with program development in view. Midwest preferred. Box 124L, BROADCASTING.

Sportscaster, announcer. Married, draft exempt. SRT graduate, three years college. Can write copy. Strong on commercials, disc jockey, all phases of sports. Disc and photo on request. Box 129L, BROADCASTING.

Lots of melody plus quiet, convincing way of "talkin' to 'em" has housewives ears and sponsor's dollars in present market. Will do same for you at $125.00 week, talent. Box 132L, BROADCASTING.

Combo or engineer, first phone, 14 months experience, prefer midwest. Box 133L, BROADCASTING.

Hillbilly DJ. Know, like hillbillies. Seven years with own western unit. Want right permanent spot. Please no "stuffed shirt" station replies. Also news, commercials, details, transcription request. Available one week. Box 134L, BROADCASTING.

Announcer-engineer-salesman. Attention Kansas, Oklahoma, Texas and all points in southwest! If looking for permanent help I'm your man. Experienced all phases. Employed metropolitan directional. Box 141L, BROADCASTING.

Announcer, SRT graduate, single, draft exempt. Strong on newscasts, disc jockey, commercials. Operate board. Speak, read Polish. Photo, disc on request. Box 145L, BROADCASTING.

Morning man with first ticket. Experienced announcer. Can sell time. Looking for opportunity in Florida or southeast. Box 146L, BROADCASTING.

Announcer-salesman-writer. Eight years chief announcer, salesman, copywriter for CBS affiliate. Vet, married, no drifter, excellent appearance, personality. Experience movies, TV. Box 147L, BROADCASTING.

Particular announcer for particular station. 8 years experience. Staff, DJ and PD. If you want tape; state salary, hours, shift. Dependable, competent, draft exempt. Box 149L, BROADCASTING.

Announcer, draft exempt. Married, college background. SRT graduate. Strong on newscasting, DJ, copywriting. Photo and disc available. Box 150L, BROADCASTING.

Announcer—Five years sports, news and disc show. West preferred. Best references. Sports a must. "Gabby" Barrus, Cody, Wyoming.

Recent graduate from the school of Radio Technique. Strong on news, DJ and console operating. Single, draft exempt. Will travel immediately. Write: Bob Baxter, 708 S. Western Avenue, Chicago, Illinois.

Announcer: 4 years experience, age 23, married, draft exempt, midwest only. Call Donald Christensen, 828—15th Street, Oshkosh, Wisconsin, or telephone Blackhawk 7119.

Announcer-engineer, first phone, two years experience, no accent, married veteran, college, interested in sports, shows, discs, will travel. Don Hall, 4122 Bell Drive, Fort Wayne, Indiana. AU-7463.

Announcer, thoroughly trained. No experience. Contact through Dan Lotesto, 1848 N. Sawyer, Chicago 47, Illinois.

Experienced announcer. Specialty zany disc show. 26, single, veteran. 2 years college. R. Phillips, 107½ South 19th St. St. Joseph, Missouri.

Announcer-engineer, 1st phone. Draft exempt. Accent on announcing. Strong news. Independent and network experience. Will travel. William Rogel, 1 Grant Avenue, New York City, N. Y.

Technical

Permanent position with larger station. First class license, 1½ years radio service, 1½ years 250 watt experience, studying advanced engineering course. Prefer, congenial and dependable. Desires midwest or south. 22, married, no child. Box 49L, BROADCASTING.

Situations Wanted (Cont'd)

Wanted: Chief engineer's job, AM, FM, TV. Presently employed in radar. Have had experience in construction. Box 924K, BROADCASTING.

Engineer with first class ticket, car and some experience, available upon notice. Box 40L, BROADCASTING.

Engineer with degree and 15 years experience in radio, give all details in first letter. Box 43L, BROADCASTING.

First phone operator, single. Will travel. Some experience in broadcasting. Desires work in the east. Box 77L, BROADCASTING.

Chief engineer—Long experience all phases. Available for position in south. Box 111L, BROADCASTING.

Present chief engineer wishes to relocate. Experience in all phases of maintenance, construction and repair. Have car, married and very reliable wish permanent location. Very good references. Box 116L, BROADCASTING.

Chief engineer, 5 years experience construction, maintenance and all phases of operation 250W to 10 kw. Desire position with a larger station or chief with a station in middlewest. Minimum $80.00. Box 126L, BROADCASTING.

Engineer, chief last five years AM and FM, fifteen years experience, 34 years old, highest ability, good habits. Prefer west coast, but will consider other. Box 161L, BROADCASTING.

Stable! Married! 1st phone! 2 years experience. Smooth news. Easy disc delivery. Versatile copy interpretation. Desire California position. Letter, tape on inquiry. Box 127L, BROADCASTING.

West-southwest. Engineer or combo. One year engineering experience. First phone. Harold Higgins, 1195-26th Street, Marion, Iowa.

Production-Programming, Others

Program director; news, farm, sales, announcing, programming experience. $400 month. Box 110L, BROADCASTING.

Program director-announcer, ten years in radio, three years as program director-assistant manager. Now at 5000 watt CBS affiliate. Desire program director post at smaller station. References from past and present employers. Box 118L, BROADCASTING.

Program director; 13 years all phases of radio. Two years TV. Experienced in programming for profit. Interested in station with TV plans. Want to settle permanently. Married, one child, 31. Box 131L, BROADCASTING.

Attention Chicago stations: Ambitious, non-avaricious writer with 5 years publicity-editorial experience available, salary secondary. College educated, veteran. Box 137L, BROADCASTING.

Young woman, university graduate, journalism. Excellent background in station operations including continuity and engineering. Four years with 50 kw station. Can write dramatic programs and selling commercials. Available after October 15. Prefer west or southwest. Box 138L, BROADCASTING.

Attention, Florida! For permanent location, thoroughly experienced radio man offers background of announcing, copy, production, board, news. Present position station manager-program director 1 kw. Details please. Tape, brochure. Box 140L, BROADCASTING.

Copy-continuity writer. Heavy publication experience, limited radio-TV background. Can assist at announcing, producing. Hard worker. Box 156L, BROADCASTING.

Looking up: Experience in all directions 4A agency, radio packaging, 50,000 watt N. Y. indie, 500 watt suburban and New York daily. Strong sales plus programming, production, copy, promotion. Currently employed, married, age 25, own car. Box 159L, BROADCASTING.

10 years radio, TV. Like to utilize program supervision, sales, engineering knowhow on progressive medium station as PD or asst. manager-PD. 32, married, draft exempt. Associate in Arts degree plus business administration training. College faculty member. Best references. Box 162L, BROADCASTING.

Situations Wanted (Cont'd)

Television

Announcers

Presently employed as announcer-control operator and enjoying a reputation for superior controls work and radio program production over a ten year period, I now seek entree to TV as audio control operator with TV program production and direction my ultimate aim. Box 152L, BROADCASTING • *TELECASTING.*

Technical

1st phone, no experience. Desires telecast station. Married and willing to learn, also seeking permanent residence in New York. V. A. Ranieri, 1692 East 46th Street, Brooklyn 34, New York.

Production-Programming, Others

Experienced ass't director-floor manager. Formerly headed own TV package firm, program-production manager at various radio-TV stations. Opportunity main interest. Presently employed. Box 80L, BROADCASTING • *TELECASTING.*

TV producer experienced all phases television. Presently employed one of nation's top TV stations. Can furnish good references. Experienced in creating local shows. Will answer all replies. Box 150L, BROADCASTING • *TELECASTING.*

For Sale

Stations

5000 watt unlimited southwest station, now FCC authorized silent, unusual opportunity—$35,000. Cash required, wire, write. Box 130L, BROADCASTING.

Absentee owner, now ill, will sell year-old daytime independent in two-station 70,000 population midwest market. Operating slightly in red. Excellent new equipment and studios. Total price for fixed assets, $50,000; $15,000 cash. Qualified principals only. Box 160L, BROADCASTING.

Equipment

For Sale Raytheon console RR-30 three channel mixer and program amplifier with separate power supply unit for Nemo and auxiliary control use. In perfect condition. Price $265. Box 128L, BROADCASTING.

2 Allied 16" turntables dual speed with overhead mechanisms inside out and outside in speed screws 120 line per inch and cabinet. Calvary Radio Ministry, Box 11, Radio City Station, New York City.

2 model V practically new Rek-O-Kut turntables complete with pick-up arms, cutting heads and spare motors. Mounted onto double table cabinet. $400.00. Write or phone Vann Campbell, WAGC, Chattanooga.

Western Electric, 503B-2, 1 kw, FM transmitter. Western Electric. 126C limiting amplifier, with rectifier and meter panel. Doolittle FM freq and mod monitor, model FD-11. Western Electric, 54-A, 8-section cloverleaf antenna 500 ft. of 1⅝ inch, 51.5 ohm transmission line, Communications Productions auto-dryaire dehydrator, model 46. Contact Allen Embury, Radio Station WOSH, Oshkosh, Wisconsin.

For sale—two slightly used complete Western Electric 9-A pickup arms, with equalizers and three spare diamond stylus heads, all available immediately. Bob McRaney, WROB, West Point, Miss.

For Sale (Cont'd)

Like new, Federal 10 kw FM broadcast transmitter for sale cheap, as junk if necessary. Make an offer quick, as this model 193-A with modulator 109-B must go immediately. Also one C-100 FM antenna, consisting of eight shunt-fed radiating loops, with heaters for de-icing, elbows, expansion joints, air intake, mounting brackets and 340 feet of 3⅛ inch co-ax (Andrew Company). A lot of good copper, at least. All this equipment used only two years. Kankakee Daily Journal Company, Kankakee, Illinois.

Limited quantity, London Library Service of 340-10 inch 78 RPM discs. All instrumental selections FFRR quality. Price $175. F. O. B. New York. Write or wire for immediate delivery, Recording Associates, 113 West 42 Street, New York 18, New York.

Wanted to Buy

Stations

Station wanted—Will pay cash for 250-1000 watt, day or fulltime, in 10,000-25,000 single station market in Iowa, Missouri, Illinois, or Kansas. Cecil W. Roberts, Missouri Broadcasting System, Farmington, Missouri.

Equipment

Wanted: 1 kw amplitude modulated transmitter. State price, condition, age. Box 92L, BROADCASTING.

Will buy: 250 watt transmitter. Must be in good shape and worth the money. No junk wanted. Station KHBG, Okmulgee, Okla.

Want to buy only AM radio station in a town of over 25,000, or one of two in a city over 60,000. Will deal directly with owner. F. F. McNaughton, Pekin, Illinois.

Help Wanted

Announcers

COMBO MAN
wanted

Must be strong on announcing. Send tape or platter and state salary expected. Orth Bell, General Manager,

KLMR, Lamar, Colo.

Production-Programming, Others

HELP WANTED

Creative man **for large midwestern radio station. Must have proven record as one who can spark new ideas to liven up shows and can execute his ideas by working with producers. Address Box 122L, BROADCASTING.**

HELP WANTED

Largest Radio-TV operation in the midwest needs a skilled continuity re-write man who can adapt plots to established mystery shows for both radio and TV. Address Box 123L, BROADCASTING.

FORMER STATION OWNER AND OPERATOR
DESIRES TO RE-ENTER BUSINESS.

ALL CASH OR TERMS FAVORABLE
TO YOUR TAX POSITION

For local, regional, class 1 or TV network or non-network station. Southeast preferred but will consider other locations. Immediate action on realistic proposals if full information furnished first contact. All replies treated strictest confidence.

Not a broker but just what this adv. says—former station owner and operator.

BOX 139L, BROADCASTING

BROKERS NOTE: If you have listings that fit the above requirements please reply.

For Sale

Stations

WE WILL SACRIFICE

good 250 watt fulltime station in growing east coast city of 15,000. Excellent potential. Fine building, five acres, right in city. Principal owners have other interests demanding immediate attention. Box 125L, BROADCASTING.

Wanted to Buy

Equipment, Etc.

WANTED

One kilowatt transmitter and any or all equipment for new AM station, for cash. Box 97L, BROADCASTING.

Wanted

250 w AM TRANSMITTER

WDRC • HARTFORD 4, CONN.

Employment Services

EXECUTIVE PLACEMENT SERVICE

Confidential nation - wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from applicants and employers.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Pietro Frosini

PIETRO FROSINI, accordionist in the Gamboleers Musical Ensemble on John B. Gambling's *Musical Clock* morning program on WOR New York, died Sept. 29 at his home in New York. Widely known to audiences as "Fros," he had been a member of the John B. Gambling group for 21 years. Mr. Frosini was also noted as a concert accordionist, composer and teacher. He made the first accordion recording for victor in 1908 and in 1911 gave a command performance for King George V in London.

Schools

SRT-TV SRT-TV SRT-TV

SRT-Radio

AMERICA'S OLDEST BROADCASTING SCHOOL

Intensive full or part time

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Outstanding Faculty of Network Professionals

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School of Radio Technique

RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

SRT-TV SRT-TV SRT-TV

NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

New Business

(Continued from page 12)

Wed. and Fri. of *The Frances Langford-Don Ameche Show*, beginning today (Monday) for 52 weeks over ABC-TV.

SWIFT & CO., Chicago, renewing its sponsorship of 9:15-9:45 a.m. Mon.-Fri. segment of *Don McNeill's Breakfast Club*, over ABC, effective Oct. 22 for 52 weeks. Agency: J. Walker Thompson, Chicago.

ADAMS BRANDS SALES LTD., Canadian Division, AMERICAN CHICLE Co., names Dancer-Fitzgerald-Sample, N. Y., to conduct introductory spot radio campaign for new chewing gum in Ontario and Quebec, starting Oct. 15.

Agency Appointments • • •

KELLY-WILLIAMS MOTOR Co., Kansas City, Mo., and Kansas City, Kan., appoints Merritt Owens Adv., Kansas City, Kan., to handle advertising. Radio and TV will be used.

WASHINGTON STOVE WORKS, Everett, Wash., appoints Honig-Cooper Co., Seattle, to handle advertising.

C. F. MUELLER Co., N. Y. (macaroni, spaghetti and egg noodle products), formerly with Duane Jones Co., N. Y., appoints Scheideler, Beck & Werner, N. Y., to handle advertising.

AMERICAN BUSLINES, Chicago, names Hanson & Hanson, same city, to handle advertising. Radio and TV will be used.

SERVEL INC., Evansville, Ind., names Ruthrauff & Ryan, Chicago, to handle advertising for its air conditioners, refrigerators and water heaters. Radio will be used.

MARK FARMER MFG. Co., El Cerrito, Calif. (makers of Jennie June China dolls and ceramics), appoints Raymond I. Lang Advertising, S. F., to handle advertising.

SAN FRANCISCO REAL ESTATE Co., appoints H. Jack Wyman Adv., S. F., to handle advertising.

ASSEMBLE-EZE, S. F., (unfinished furniture), appoints Richard N. Meltzer Advertising, S. F., to handle advertising.

GURLEY-LORD TIRE Co., S. F., appoints Theodore H. Segall Adv., S. F., to handle advertising.

SAN FRANCISCO HOTEL Assn., appoints Richard N. Meltzer Adv., S. F., to handle its advertising.

COMMONWEALTH INVESTMENT Co., S. F., appoints Albert Frank-Guenther Law Inc., S. F., to handle advertising.

HORSETRADER ED, S. F., (used car dealer), appoints Theodore H. Segall Adv., S. F., to handle advertising. Radio and TV will be used.

Adpeople • • •

AL GOODMAN, sales staff, Benrus Watch Co., appointed to the newly created position of assistant sales manager.

CONTROLLING INTEREST

Midwest
$50,000.00

Only station in a substanial midwest city of more than 20,000 with retail sales in excess of $25,000,000.00. Minority local owners want to retain investment under capable new management.

Southwest
$75,000.00

Located in one of the outstanding growth markets of the southwest of more than 100,000 population. This station is operating profitably, business is increasing and running at least 25% ahead of last year.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5472

NEPH AWARD

Cites Radio, TV Efforts

AN AWARD for coordinating four years of national network radio-TV coverage in observance of the President's Committee on National Employ the Physically Handicapped was presented to Carl R. Gray Jr., Veterans Administrator, last Tuesday in the VA's Washington office.

Presentation of the Distinguished Service Certificate, made by Vice Admiral Ross T. McIntire (USN retired), chairman of NEPH Week, drew recognition that radio and television station managers had given nearly $500,000 in free time and talent during the 1950 campaign. It also cited an annual fact sheet and spot announcements prepared by the VA in cooperation with the Advertising Council and NARTB.

The 1951 drive is underway this week, Oct. 7-13. The award to Mr. Gray was "for year around program of public education and information to provide greater employment opportunities and economic security for qualified physically handicapped men and women workers." It covered four years of VA efforts in this field.

NBC Buys Survey

TRENDEX Inc. has announced that NBC has subscribed to its new "TV Report" which will be based on telephone coincidental interviewing conducted from the 1st through the 7th of each month and issued on the 15th. Designed to eliminate network size from program ratings, it covers only primary markets where the majority of network shows can be seen with equal facility: Atlanta, Baltimore, Cincinnati, Cleveland, Columbus, Detroit, New York, Los Angeles, Philadelphia, San Francisco and Washington.

LOS ANGELES television programs approved by Los Angeles 10th District Parent Teachers Assn. executive board include KTTV *The Living Book*; KTLA *Frosty Frolic*, and KLAC-TV *Young Musical America*.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

PRESENT at ceremony are (l to r): A. W. Woolford, director of VA information service; Vice Admiral McIntire; Mr. Gray, and Earl H. Gammons, CBS Washington vice president and NEPH vice chairman. Present but not shown were William R. McAndrew, general manager of WRC-AM-FM and WNBW (TV) Washington and public information chairman of President's committee; Bernard Posner, VA radio-TV director, and Hernando Silva, former VA radio-TV chief.

In the Public Interest

WMT Scholarships

WILLIAM B. QUARTON, general manager of WMT Cedar Rapids, has given his personal best wishes for school success to two winners of WMT scholarships. Ted Hutchcroft, Mediapolis, Iowa, won the fifth annual WMT farm scholarship. For him, this will mean $1,000, plus summer employment at the station and additional work during his senior year at Iowa State College, Ames, as WMT's correspondent there. Marge Lala, Marion, Iowa, won the title of Miss Eastern Iowa over 34 other candidates and was awarded one of the four full-tuition scholarships in music and drama which WMT maintains at Coe College in Cedar Rapids.

Disaster Service

WOKZ Alton, Ill., performed valuable public service when an oil plant explosion Sept. 17 killed 13 workers and seriously injured 17 others. The station recruited nurses, blood donors, baby sitters and transportation for blood donors. WOKZ recorded on-the-spot broadcasts the night of the disaster and enabled the mayor of nearby Wood River, where the explosion occurred, to make official announcements. Ironically, the Red Cross was to begin its regular appeal the next day over WOKZ. Announcers, salesmen and the entire staff gave all their time to aid victims.

Play Helps Chest

SEATTLE radiomen, in addition to their usual support, are aiding the local Community Chest campaign through acting in a playlet entitled, *The Lightest Hand*. Details of the comedy have been sought by national Chest officials. Cast includes George Dean, KOMO public relations representative; Sam Pearce, KOMO newscaster; Paul West, director, *Housewives Protective League*, KIRO; Frederick Lloyd, KOMO announcer. Skit was the idea of the president of the Seattle Gas Co. The company's ad agency, Honig-Cooper Co., liked the idea and Al Amundsen, account executive in charge of radio and TV, wrote and produced the play.

Farm Program Lauded

PUBLIC service tribute was paid *Tri-State Farm & Home Hour* by Agriculture Secretary Charles F. Brannan on its 15th anniversary Sept. 28 over WWVA Wheeling, W. Va. Program is station's farm service feature in tri-state area of West Virginia, Ohio and Pennsylvania. WWVA General Manager William E. Rine congratulated farm services for their support. Also on program: J. O. Knapp, director, Agricultural Extension Service, U. of W. Va.; George B. Crane, assistant director, of AES, Ohio State U.; County Agent W. C. Gist; and Home Demonstration Agent Kathleen Stephenson, who started with program 15 years ago.

VIDEO'S MORALS

Topic of Walker Address

PEEK into the contents of correspondence on radio and TV programs received by the FCC was given by Comr. Paul A. Walker, speaking to the board of directors of the National Council of Churches of Christ in the United States of America in New York last Tuesday.

Excerpts cited by Mr. Walker, who is vice chairman of the FCC, mainly were concerned with "advertising of alcoholic beverages, indecent or profane programs, false or misleading advertising, crime and horror stories and other types of inferior programs."

One example was the following received from a "distressed woman," said the Oklahoma Commissioner:

My little five-year-old granddaughter sits in utter absorption oblivious to everything else around her, listening to all the gruesome murder stories, people shooting and being shot, beating each other up, screaming and dying, etc. These things cannot help but have a bad effect upon the kids.

Although some citizens advocate government censorship to improve programs, Mr. Walker disavowed that school of thought. "I do not believe that a few officials in Washington should have the power to tell 150 million people what they may hear and see on radio and television," he said.

Comr. Walker urged the Council to plan and experiment with TV programs. Referring to the opening of the transcontinental TV link, he said, "It is difficult to imagine fully the impact of this development upon the thinking and the behavior of our people and the possibilities of its use for religious education and the moral improvement and spiritual awakening of our nation."

Ziv Show

WGAR Cleveland starts Frederic Ziv Co.'s radio show package, *Bright Star*, featuring Irene Dunne and Fred MacMurray, for 52-weeks under sponsorship of Cleveland-Sandusky Brewing Co., bottlers of Gold Bond Beer. Show is placed on 5:30-6 p.m. segment, John B. Garfield, WGAR sales manager, has announced. Howard L. Grider Adv. is the agency.

KGW carries the weight in the Oregon Market DAY or NIGHT

TOTAL BMB FAMILIES From 1949 BMB Survey

DAYTIME

KGW	380,030
Station B	387,330
Station C	295,470
Station D	193,650

NIGHTTIME

KGW	347,390
Station B	350,830
Station C	287,970
Station D	205,440

KGW PORTLAND, OREGON on the efficient 620 frequency AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO

PEARSON SUIT

Depositions Taken

ATTORNEYS, taking pre-trial depositions last week in Radio Commentator Drew Pearson's $5,100,000 omnibus assault-libel-conspiracy suit against Sen. Joseph R. McCarthy (R-Wis.) and nearly a score of other defendants, argued freedom of the press and speech.

Among those named are Columnist Westbrook Pegler; Radio Commentator Fulton Lewis jr.; Edward K. Nellor, a writer for Mr. Lewis; George Waters, publicity man; Don Surine, employed in Sen. McCarthy's office; Morris A. Bealle, author; J. B. Matthews, a writer, and two unidentified persons listed as "John Doe" and "Richard Roe."

Another defendant is the *Washington Times-Herald*, whose attorneys were unsuccessful in having depositions "sealed," closing them to the radio and to the press.

In entering motions for dismissal, defendants claimed violation of freedom of the press and freedom of speech. Mr. Pearson's attorneys argued that the contrary was true, that Mr. Pearson allegedly was being attacked for what he says and writes.

Alleged Argument

Involved among other things in the suit is the argument between Sen. McCarthy and Mr. Pearson in the fashionable Sulgrave Club in Washington, an alleged libel by the Senator against the plaintiff in a speech last year; alleged conspiracy by all defendants to attack and ridicule Mr. Pearson, including the issuing of false statements and urging a boycott of his radio sponsor's products.

Mr. Pearson said derogatory "attacks" by Sen. McCarthy and others cost him $150,000 a year via radio alone. He said incidents including senate speeches and unfavorable publicity caused loss of sponsor, Adam Hats, two prospective TV sponsors and a prospective radio show. He said his news show now is only partly sponsored and income is $100,000 compared with $250,000 received before.

TAKING part in WCCC Hartford's shortwave trans-Atlantic broadcast in connection with the Cigar Valley Harvest Festival are: Mrs. Daniel Francis Sullivan, mother of "Festival Queen" Shirley Ann Sullivan, who was on the other end of the microphone line in Paris; Paul Martin, station manager, who moderated; Mr. Sullivan, father of the "Queen"; John Rameika, chief engineer; Bob Peas, chief announcer; Basil Barwell, vice president, Connecticut Cigar Valley Tobacco Assoc.; Bill Savitt, show's sponsor; William Alfred Johnson, father of Nancy Johnson, the tobacco "Queen's" companion. Miss Sullivan's trip to Paris was the festival award.

May Battle Bowles

SENATE Republicans last week formed battle lines over nomination by President Truman of Chester Bowles to become Ambassador to India. Decision to fight confirmation came after the full Senate Foreign Relations Committee approved the nomination. Mr. Bowles, former Governor of Connecticut and co-founder of Benton & Bowles, advertising agency, squeezed past a subcommittee in a close vote a fortnight ago [BROADCASTING • TELECASTING, Oct. 1]. In announcing GOP strategy, Sen. Robert A. Taft (R-Ohio) said opposition was based on Mr. Bowles' qualifications.

CHARLES COLE, chairman of Pacific Council AAAA, announces registrations for this month's convention at Coronado, Calif., 100% ahead of attendance at 1950's convention.

HEAVY SCHEDULE

KDAL Signs Westinghouse

KDAL Duluth, Minn., has made what it describes as the largest package sale in Duluth-Superior, Wis., radio history.

Westinghouse Electric Supply Co. and six local Westinghouse dealers are co-sponsoring a saturation campaign of 17 quarter hours and two half-hours per week for 17 weeks.

* * *

Checking heavy radio schedule are (l to r) Rod Quick, KDAL sales manager; Fred Johnston, Westinghouse Duluth manager, and Odin Ramsland, KDAL commercial manager.

New CAB List

NEW list of advertising agencies enfranchised by Canadian Assn. of Broadcasters, Ottawa, gives 70 Canadian, American and British agencies. Included were 13 American agencies with branch offices at Toronto or Montreal.

Immediate Delivery — IN STOCK AT ALLIED!

RCA-833A. Air-Cooled Power Triode—in stock for immediate delivery. RCA-833A, $49.50

RCA-4E27A. In stock for immediate delivery. RCA-4E27A, $35.75

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO

Broadcast Division

833 West Jackson Blvd., Chicago 7

Call: HAymarket 1-7019

milestones

► KDKA Pittsburgh marked the 30th anniversary of football broadcasting Sept. 29 when it aired the Pitt-Duke game from Pitt Stadium. On Oct. 8, 1921, KDKA broadcast the Pitt-West Virginia game. That was reportedly the first time a play-by-play gridiron tilt was broadcast. The announcer was Harold W. Arin, reportedly the first fulltime announcer.

► WDRC Hartford is observing three anniversaries this month. A. Martino, chief engineer, has been with the station 28 years. With WDRC President Frank M. Doolittle, Mr. Martino took part in founding the station. Carl Brown, transmitter supervisor of WDRC-FM, has now been at the station 12 years. Robert C transmitter operator, is chalking up his sixth year.

► Sereno Smith, member of the staff of WGAR Cleveland almost since the day the station took to air, is celebrating his 20th anniversary as a studio engineer this month.

►KTTV (TV) Los Angeles' *Pet Exchange* starts its third year. During its two years on the air the program has found over homes for pets. Under continuous sponsorship of Calo Pet Food Co. show is station's oldest sponsored show. Frank Wright is the m

► WIBG Philadelphia's *Newsreel of the Air*, nightly hour-long newscast, celebrated its eighth anniversary late last month. Both the station and the newscast sponsor, Margo Wine Co., made the anniversary celebration an all-out drive for the Crusade for Freedom. Harold Stassen, U. of Pennsylvania president, was among Crusade leaders heard.

► Open house celebration was held last Wednesday by WEXL (AM) WOMC (FM) Royal Oak, Mich. on occasion of Royal Oak Broadcasting Co.'s 26th anniversary and dedication of its new studios and enlarged facilities. Open house was held 2-10 p.m. Invitation was mailed to trade by Gordon Sparks, Royal Oak secretary-treasurer and WEXL program director.

WBAL Names Wilkes

APPOINTMENT of Arnold Wilkes as public service director of WBAL-AM-TV Baltimore was announced last week. Mr. Wilkes formerly served on the faculty of Middlebury College in Vermont and is now with Johns Hopkins U. Baltimore teaching television. He has been previously associated with WGY-WRGB Schenectady and WSYR Syracuse. Until his new appointment, Mr. Wilkes had been acting as WBAL-TV program manager, a post now taken over by Jerre Wyatt, a Baltimore TV veteran. The station announced that an ambitious program of educational broadcasting is planned.

FCC Actions

(Continued from page 97)

APPLICATION DISMISSED

WSIC Statesville, N. C.—DISMISSED application for CP to change frequency, increase power, etc.

October 4 Decisions . . .

BY THE COMMISSION EN BANC

WKAT-FM Miami Beach, Fla. — Granted CP to replace expired CP which authorized new class B station on Ch. 226 (93.1 mc); 285 kw; 430 ft. ant.

WLAB Lebanon, Pa.—Granted CP to replace expired CP which authorized new class B station on Ch. 281 (104.1 mc); 4.7 kw; 590 ft. ant.

WGCH Greenwich, Conn.—Granted authority to remain silent to Oct. 22 pending financial reorganization.

WWJ Detroit, Mich.—Granted CP to make changes in DA pattern, etc., cond.

KWTO Springfield, Mo.—Granted mod. CP to make changes in DA system; cond.

Eastland County Bcstg. Co., Eastland, Tex., and Lyman Brown Enterprises, Brownwood, Tex.—Designated for consolidated hearing in Washington on Nov. 5 application of Eastland for new station on 1250 kc 1 kw D, and that of Brown Enterprises for new station on 1240 kc 1 kw unl.; made KFJZ Ft. Worth and KXOX Sweetwater, Tex. parties to proceeding.

Frank D. Tefft, Jr. Big Rapids, Mich. and WSAM Saginaw Bcstg. Co., Saginaw, Mich.—Upon petition of WSAM, designated for hearing in Washington on Nov. 9 application of Tefft for new station on 1400 kc 100 w unl. time; made WSAM Saginaw and WGRD Grand Rapids parties to proceeding.

BY THE SECRETARY

WSB-TV (Formerly WCON-TV) Atlanta, Ga.—Granted STA to operate on commercial basis with current CP, except vis. output of 5 kw and aur. of 2.5 kw; with nominal carrier frequency of vis. and aur. trans. 100 kc's below the normal carrier frequencies, for period beginning Sept. 30 and ending no later than Feb. 15, 1952; subject to final action taken by commission in the television proceedings.

October 4 Applications . . .

ACCEPTED FOR FILING

License for CP

WOKE Oak Ridge, Tenn.—License for CP, as mod., new AM station.

KCHR (FM) Charleston, Mo.—License for CP, as mod., new FM station.

KPFM (FM) Portland, Ore.—License for CP authorizing changes in FM station.

FM Change

WTSV-FM Claremont, N. H.—CP to make changes in ERP, antenna height, etc.

TV—Ch. 8

Pape Bcstg. Co., Mobile, Ala.—Request frequency change from Ch. 3 to Ch. 8; ERP from 17.4 kw aur., 8.7 kw vis., to 54 kw aur., 16.5 kw vis.; other changes.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH OCTOBER 4

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,301	2,280	122		278	117
FM Stations	653	563	99	*1	9	2
TV Stations	108	88	20		518	171

* On the air.

CALL ASSIGNMENTS: KVNC Winslow, Ariz. (Gila Bcstg. Co., 1010 kc, 1 kw-local sunset, 500 w-night); KCLV Clovis, N. M. (New-Tex Bcstg., 1240 kc, 100 w, fulltime); KGAE Salem, Ore. (W. Gordon Allen, John B. Truhan, Justine H. Clark, 1430 kc, 1 kw, day); WJAT-FM Swainsboro, Ga. (Jack A. Thompson and Nancy M. Thompson, Ch. 269 (101.7 mc), 970 w, antenna 110 feet); WLTV (TV) Atlanta, Ga. (Broadcasting Inc., Changed from WSB-TV); WSB-TV Atlanta, Ga. (Atlanta Newspapers Inc., Changed from WCON-TV); WUST Bethesda, Md. (Broadcast Management Inc., Changed from WBCC); WUST-FM Bethesda, Md. (Changed from WBCC-FM); WESN (FM) Salisbury, Md. (The Peninsula Bcstg. Co., Changed from WBOC-FM); WKFM (FM) Roanoke Rapids, N. C. (WCBT Inc., Changed from WCBT-FM); KNXT (TV) Los Angeles, Calif. (CBS Inc., Changed from KTSL (TV) effective Oct. 28).

* * *

Non-Docket Actions . . .

FM GRANTS

WTOC-FM Savannah, Ga.—Granted increase in ERP from 43 kw to 5 kw and antenna from 510 to 260 feet.

WEHS (FM) Chicago, Ill.—Granted decrease in ERP from 24.5 kw to 21 kw and antenna from 240 to 200 feet; conditions.

WCBS-FM New York—Granted decrease in ERP from 2.8 kw to 1.5 kw and increase antenna from 870 to 1270 feet; conditions.

New Applications . . .

AM APPLICATIONS

Crossville, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co., 1340 kc, 250 w, fulltime; estimated cost $12,289; first year operating cost $30,000; first year revenue $36,000. Applicant is licensee of WLIL-AM-FM Lenoir City, Tenn. Filed Oct. 1.

TV APPLICATIONS

Phoenix, Ariz.—Maricopa Bcstrs. Inc., Ch. 10 (192-198 mc), 200 kw visual, 100 kw aural. Estimated cost $359,207.86; operating cost $110,000; first year revenue $150,000. Applicant is licensee of KOOL Phoenix, Ariz. Filed Oct. 3.

Idaho Falls, Idaho—Eastern Idaho Bcstg. & Television Co., Ch. 3 (60-66 mc), 3.06 kw visual, 1.574 kw aural, antenna 238 feet; estimated cost $82,461.75; first year operating cost $90,000; revenue $100,000. Applicant is licensee of KIFI Idaho Falls and has application pending for TV station in Pocatello, Idaho. Filed Oct. 4.

TRANSFER REQUESTS

KEYY Pocatello, Idaho—Transfer of control Radio & Television Bcstg. Co. of Idaho Inc., licensee, from Clayton S., Clara Q., Arden D. and Rachel D. Hale to The Scripps Newspapers Inc. (24%), Burl C. Hagadone (24%), Robert S. Howard (24%) and Harry Henke Jr. (8%) through sale of 80% interest for $1 plus lease-option agreement involving $7,500 advance against $300 monthly payments for five years with option to purchase for $8,770 at end of five years. Scripps Newspapers own part of KVNI Couer d'Alene, Ida. and KNEW Spokane, Wash. Mr. Hagadone owns 40% of KVNI and 50% of KNEW. Mr. Howard is 33.1% owner of The Dalles Chronicle, The Dalles, Ore. and owns part of several other newspapers. Mr. Henke is an attorney and part-owner of KVNI and KNEW. Filed Oct. 1.

WLDS-AM-FM Jacksonville, Ill. — Assignment of license from Milton Edge and Edgar J. Korsmeyer d/b as Edge and Korsmeyer to Jacksonville Radio & Television Bcstg. Corp., for $100,000. Transferee is owned 90% by Jacksonville Journal-Courier Co. and 10% by Vice President and General Manager R. Karl Baker, executive secretary and manager of Jacksonville, Ill. Chamber of Commerce. W. A. Fay is president of transferee and 50.2% owner of the Journal-Courier Co. Filed Oct. 2.

WWNY-AM-FM Watertown, N. Y. and WMSA-AM-FM Massena, N. Y.—Involuntary assignment of license from Mrs. Jessie R. Johnson and John B. Johnson, co-executors of estate of Harold B. Johnson, deceased, to John B. Johnson, executor of estates of Harold B. Johnson and Jessie R. Johnson, deceased. Filed Oct. 2.

KALI Pasadena, Calif.—Assignment of license from John H. Poole to Consolidated Bcstg. Co. for $37,700 plus 85% of accounts receivable on date of transfer. Principals in transferee are President Henry Fritzen (51%), owner of Fritzen Advertising Agency, Los Angeles; Vice President Jack Reeder (20%), employee of KXLA Pasadena, Calif.; Secretary-Treasurer Charles T. Hughes (29%), advertising salesman for Fritzen agency. Filed Oct. 3.

WNBZ Saranac Lake, N. Y.—Transfer of control Upstate Bcstg. Corp. to Jacques DeMattos, Thomas J. Day and Jeanne M. DeMattos through purchase of 100% from Thomas Durkan and Eugene Fitzpatrick, executors of estate of John F. Grimes, deceased, for $50,000. Jacques DeMattos (45%) is sales manager for WNBZ. Mr. Day (10%) is owner and manager of Northwood Sanatorium. Jeanne DeMattos (45%) is wife of Jacques DeMattos. Filed Oct. 3.

KVER Albuquerque, N. M.—Assignment of license from Westernair Inc. to KVER Bcstg. Co. for $80,000. Principals in transferee are President and Treasurer Helen A. Price (90.9%), housewife in Atlantic City; Vice President and Secretary Bertis A. Arnold Jr. (9.1%), former operator of placement bureau for radio personnel and manager of WFLA Tampa, Fla.; Assistant Secretary Harold A. Kertz, special partner in law firm of Roberts & McInnis, Washington. Filed Oct. 4.

KDDD Dumas, Tex.—Acquisition of control North Plains Bcstg. Corp. by J. M. Crabb, present stockholder, through transfer of 35 shares from Elmo Duke for $3,500. Mr. Crabb and his wife will own 57.14% after transfer. Filed Oct. 4.

WIAM Williamston, N. C.—Assignment of license to new partnership without Henry A. Johnson who sells his 25% interest to remaining partners James H. Gray and Charles R. Gray for $7,500. Filed Oct. 4.

WGWR-AM-FM Asheboro, N. C.—Relinquishment of negative control Asheboro Bcstg. Co., licensee, by W. C. Lucas through transfer of 100 shares to J. R. Marlowe, station manager. The shares are pledged at First National Bank, Asheboro, as security for $10,000 note due the bank by Mr. Marlowe. Filed Oct. 4.

1884 Karl Stefan 1951

REP. KARL STEFAN, 67, often called the "Radio Congressman" because of his background as a radio news commentator, died last Monday at George Washington U. Hospital in Washington, D. C., ending 17 years' service in the House.

Rep. Stefan, whose early hobby was telegraphy, read news on WJAG Norfolk, Neb., conducting the noon news period on the station for some 12 years before being elected to Congress as a Nebraska Republican in 1934.

A friend to radio, a medium with which he was closely acquainted, one of Rep. Stefan's last acts before his death was a blast fired at the *New York Times* for what he called a lack of objectivity in its reporting of WOW Omaha's farm-study tour visit to New York City.

The report was carried in the Sept. 22 issue of the *Times*. Calling the reporter's impressions "doubtful superior sneers," Rep. Stefan said "it is necessary to point the finger of shame at the reporter of a 100-year-old newspaper."

The New York visit by the farm group was one stop among many in the farmers' study of agricultural methods, conditions and operations in southeastern Canada, New England, Washington, D. C., Dept. of Agriculture's experiment station in Beltsville, Md., and farms and orchards in Pennsylvania, Ohio and Illinois.

The article in the *Times* related the stop-over by the group in New York and contained interviews and descriptions of members of the WOW party.

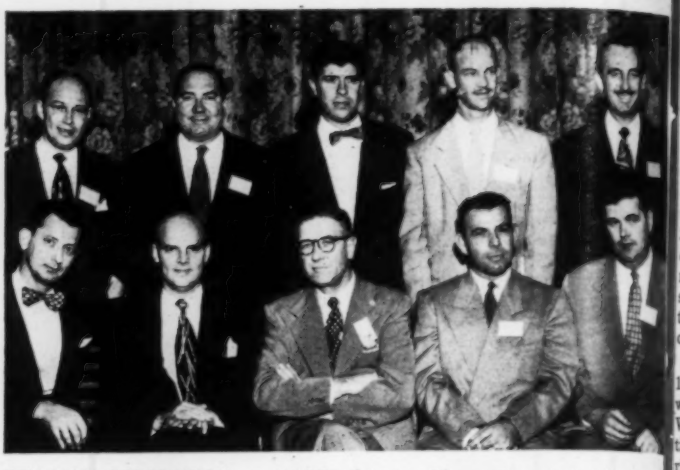
Rep. Stefan was born in Bohemia and brought to the U. S. when two years old. The Congressman was noted for his traveling and had an unusually keen interest in European affairs. He was third-ranking member of the House Appropriations Committee, a strong supporter of bi-partisan foreign policy and the oldest member of the Nebraska Congressional delegation at his death.

Mrs. Ida Stefan, his wife, and Mrs. Robert Askren, his daughter, were at his bedside when he died. A son, Dr. Karl F. Stefan, of Washougal, Wash., also survives.

WMIL..... means MILWAUKEE

REPRESENTED BY FORJOE

WICHITA WAS focal point for NARTB District 12 members. In above group (seated, l to r): J. I. Myerson, KOME Tulsa; John Esau, KTUL Tulsa; Jack Todd, KAKE Wichita, district director; Dr. Forrest Whan, U. of Wichita; Frank V. Webb, KFH Wichita. Standing, Richard P. Doherty, NARTB; Robert B. Jones Jr., KRMG Tulsa; Grover C. Cobb, KVGB Great Bend; Fred L. Conger, WREN Topeka; Robert L. Pratt, KGGF Coffeyville.



TEN-MAN DELEGATION at NARTB District 12 meeting includes (seated, l to r): Richard Holloway and Paul Lago, Lago & Whitehead, Wichita agency; Hale Bondurant, KFBI Wichita; William Hoover, KADA Ada, Okla.; Franc McDonough, Dow, Lohnes & Albertson, Washington. Standing, K Parker, SESAC; Frank J. Lynch, KBYE Oklahoma City; Joe Bernard, KOM Oklahoma City; Pat Murphy, KSMI Seminole, Okla.; Walter Turner, KWB Hutchinson, Kan. Dist. met Sept. 28-29 [BROADCASTING • TELECASTING, Oct. 1

Radio: Prodigal Son

(Continued from page 95)

ing a network line—and unless radio undertakes to *do* more, it will soon have a new generation of "broadcast idiots" capable of nothing but playing records and giving station breaks. It's an alarming fact that radio has almost ceased to be a school and proving ground for producers and writers.

Back, boost, and build your community. Don't let the newspapers take the lead in every civic campaign. If necessary, institute these community projects yourself.

Put some new zest into news. Use the telephone "beep" recording device, the tape recorder, and develop a daily news beat. Lead off with local news, build it, and watch listeners' interest surge.

Construct simple, honest, informative shows around "fundamentals" such as home building, gardening, health, baby care, fishing, business —and farm them out to non-radio people who are experts in each of these and many other fields.

STACKED up against almost anything else available in programming, features of intensely local or regional interest, handled by local personalities through whom the sponsor can promote and merchandise, are your most quickly salable and longest-term accounts —and they're *exclusive*.

Base your programming on some research. Written requests for musical numbers are not an accurate guide to overall listener tastes. A telephone survey or questionnaire may reveal valuable new insights to your community's radio appetite.

Fortify your salesmen with something concrete. Get a program man who can wrap up his ideas on paper, who'll work hand in glove with your account executives. There *are* men like that around and they're well worth the extra wages they should command. Some of these men aren't even in radio because you haven't made it worth their while—but they're working somewhere in your area.

Radio's a big boy now—better able to do a man-sized job than he realizes. He's out of the errand boy stage, and if he'll just stop the frenzied quest for the fast buck and buckle down to the adult business of doing a grown-up job, he'll gain a new stature in the world.

Lying before radio are dozens of unexplored hours per week that no other medium can devour. Limited only by the thinking of its program department that produces the commodity AM-FM salesmen sell, radio can still be the strong man.

But radio must stop looking for the Prince Charming to come riding up on a white charger and solve all its fretful problems.

When the weekly newspaper thought it had found the perfect formula in "boiler plate" and began to buy its inside pages already printed up—letting the "national advertising" get by free-of-cost—its fiber soon weakened and it crumbled fast.

Men who claim to offer the panacea are on the radio scene today, but the real answer for most will not be found in hooking up to a cross-country telephone line or buying a big inventory of transcriptions, because unless a radio station is a mirror of the area it serves, a chronicle of the life and times of its own people, it will not be greatly missed when it passes.

There is a very simple truth that has become apparent about radio: The station that dies is never missed—the station that *would* be missed never dies.

Live in your town—but be as different from your competitor as *Life* is from the *Saturday Evening Post*, and both of you will get along as prosperously in a competitive market as those two magazines do.

* * *

THERE is no set formula. No monthly subscription fee will buy it. No handbook will ever provide it. No network can give it to you. A good program department that thinks and feels and lives the way your territory does is the only answer.

It's *not* simple. The industry's condition is serious—and the recovery cannot be fast. If radio is to regain its stature, it will be a slow process of again schooling and developing personnel in creative programming and production.

We can be thankful that within the industry there seems to be an awakening to the urgent need for a whole new concept of programming, on a localized or regionalized basis, initiated by individual stations.

The showdown looms near. It takes courage to start the tortuous road to creative, colorful, completely fresh home-town programming—to embark on the steep trail that leads to the loftiest peak. But, some are doing it now—and others will.

Americans love a "come-back." There is no nation in the world so ready to embrace again a prodigi son—so willing to support t underdog and lionize the ex-cha returned. They make only o stipulation: Guts!

WEATHER HOBBY

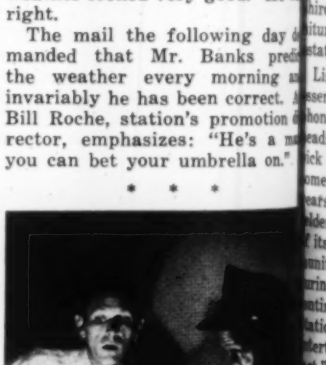
WFBR's Wizard Forecast

HOBBY of predicting the weath according to his aches and pa practiced by Rufus Banks, WFB Baltimore janitor, now has becom a regular feature of Jim and Ph Christ's *Morning in Maryla* show.

Mr. Banks first was heard the program when he got into a open mike conversation with Ji Christ. He was asked what th weather looked like outside sin the disc jockey was concerne about his convertible that had it top down. Mr. Banks said th weather looked very good. He w right.

The mail the following day d manded that Mr. Banks pred the weather every morning a invariably he has been correct. A Bill Roche, station's promotion di rector, emphasizes: "He's a m you can bet your umbrella on."

* * *



Sometimes when the aches a pains fail, the crystal ball help Mr. Banks (r), who gazes fo Jim Christ.

TRANSMITTERS WANTED

used, in good operating condition and appearance

- **TV TRANSMITTERS** Studio equipment, cameras
- **AM BROADCAST TRANSMITTERS** and studio equipment
- **SHORT WAVE TRANSMITTERS**

For immediate or future delivery.
Substantial cash binder available.
Negotiations strictly confidential.
Write Box 170
Cromwell Advertising Agency, Inc.
175 Fifth Ave., New York 10

WJZ'S 30 EVENTFUL YEARS

Recounted in Station's History

"NEW YORK's First Station," the identification phrase used by WJZ, could be interpreted literally since the station—which quietly noted its 30th anniversary Oct. 1—has been on the air since 1921. Only WJZ mention of the event came on local shows during the day and in station break announcements throughout the week.

Unruffled deference to Oct. 1, 1921, date of its first broadcast, was one indication of how much WJZ has changed since its institution—the station's start was a hurried one. The operating license was granted June 1, 1921, to the Westinghouse Electric & Mfg. Co., and just four months later the first program was on the air, using a small shack built on the Westinghouse factory roof in Newark to house the 500 w transmitter.

WJZ was not a commercial station in the current meaning of the term. With only 29 other stations licensed in the country, it operated only to fill the airwaves and thus create a use, if not a demand, for the radio sets which Westinghouse was beginning to produce.

Staff of Five

The staff consisted of four people in addition to the late Charles B. Popenoe, who headed the group. Thomas J. Cowan, senior announcer for New York's municipal station WNYC today, was engineer as well as announcer, m.c., program supervisor, general utility man and in charge of contacting artists.

One contact, a singer he inveigled to go to Newark to appear on radio free since the station paid no fees, was Milton Cross, who became the outlet's second announcer. The others who joined the payroll for $45 per week was a man with a resonant voice, Norman Brokenshire, and an erstwhile dancer, furniture salesman, and Florida real estate promoter named Ted Husing.

Listeners in those days were essentially hobbyists who, with ear phones clamped tightly over their heads, searched the airwaves to pick up the WJZ signal. "WJZ has come a long way in the past 30 years," General Manager Ted Oberfelder recalls, "and we are proud of its record of service to the community. I would like to predict that during the next 30 years, WJZ will continue to be 'New York's First Station' in terms of service and entertainment as well as historical fact."

When radio caught on, Westinghouse sold its outlet to RCA, which moved the facilities across the river to New York in 1923, with quarters on the sixth floor of the old Aeolian Hall on 42d St. The station then had such ambitious programming features as a live broadcast of the New York Philharmonic orchestra and a stage program from the Capitol Theatre.

In 1923, WJZ joined one of the first networks—four stations were affiliated—and the first broadcast from an airplane was carried the next year when station engineers picked up, by means of special portable transmitting equipment, the voice of an aviator flying over Central Park. In 1925, a concert broadcast from London was received and rebroadcast by WJZ. That was also the time of the Coolidge inauguration, the broadcast of which was capped, after four hours of ad-lib description by Mr. Brokenshire, by Mr. Coolidge's terse, "I do."

In 1925 the WJZ transmitter moved from the roof of the Aeolian Hall to Bound Brook, N. J., and the radio world was impressed to learn that a transmitter could be separated from a station. Simultaneously, station power was increased to 50 kw to make WJZ the first regular "super-power" station.

The station became a member of the then new NBC network the following year, and in 1927, studios were moved to 711 Fifth Ave. where the AT&T station WEAF shared space.

WJZ headquarters now are at 30 Rockefeller Plaza.

When the Blue Network of NBC became a separate and independent organization in January 1942, WJZ became its lead station, a position it retained when the Blue Network became the American Broadcasting Co. after Edward J. Noble purchased it in 1943.

GENERAL MANAGER

Having now active or with references previous experience as general manager in smaller community. Ambitious for unusual opportunity in metropolitan market.

Box 163L, BROADCASTING

MULL TAX BILL

Adjournment Seen Oct. 20

SENATE and House conferees huddled on the revenue bill last week. The legislation, as passed by the Senate 10 days ago, contains provisions affording the radio-TV industry excess profits tax relief [BROADCASTING • TELECASTING, Oct. 1].

The bill (HR 4473), as passed by the House, did not provide for excess profits tax relief. If the House accepts the Senate version in conference, and the measure is approved by both chambers, the relief provisions would go into effect after the President signs the bill.

Action on tax legislation came as Senate Majority Leader Ernest McFarland (D-Ariz.) predicted Congress would adjourn not later than Oct. 20, perhaps earlier.

MALCOLM McCORMACK (l), farm director of WBZ Boston and WBZA Springfield, Mass., welcomes Mr. and Mrs. Jack Reynolds at the Westinghouse Radio Stations Inc. booth at the Eastern States Exposition in Springfield. Mr. Reynolds, manager of the Wisconsin State Fair, takes over as manager of the eastern exposition next January. The Westinghouse stations broadcast a series of programs from the fair grounds, where WBZ and WBZA started their radio history 30 years ago.

GORRIE NAMED

For NSRB Chairmanship

JACK GORRIE, former Washington State newspaperman and close associate of Mon C. Wallgren, Federal Power Commissioner and stockholder in KIRO Seattle, Wash., has been nominated for the chairmanship of the National Security Resources Board.

Mr. Gorrie's nomination was sent to the Senate by President Truman last Wednesday. He has been serving as acting chairman of NSRB since last April when W. Stuart Symington resigned to head the Reconstruction Finance Corp.

The appointment of Mr. Gorrie is unique since his associate, Mr. Wallgren, was rejected for the NSRB chairmanship in 1949 when the Senate Armed Services Committee refused to approve his nomination. Mr. Gorrie served as assistant to Mr. Wallgren when the latter was governor of the State of Washington.

STATION SALES

WLDS, KEYY, WNBZ File

SALE of WLDS-AM-FM Jacksonville, Ill., to *Jacksonville Journal* and *Courier* interests for $100,000 was revealed in an application for approval filed with the FCC last week. KEYY Pocatello, Ida., and WNBZ Saranac Lake, N. Y., also filed transfer applications.

WLDS asked assignment of license from Milton Edge and Edgar J. Korsmeyer to Jacksonville Radio & Television Broadcasting Corp., owned 90% by the Jacksonville Journal-Courier Co. W. A. Fay is president of the broadcasting company and owns 50.2% of the publishing firm. Other 10% of the broadcasting company is owned by R. Karl Baker, vice president and general manager of the transferee and executive secretary of the Jacksonville Chamber of Commerce.

The same interests which control KVNI Couer d'Alene, Ida., and KNEW Spokane, Wash., were parties in an application to buy control of KEYY Pocatello. Scripps Newspapers Inc., Burl C. Hagadone and Robert S. Howard want to buy 24% each and Harry Henke Jr. wants 8%. Total purchase price for the 80% to be transferred is $1 plus a lease-option agreement involving a $7,500 advance against $300 monthly payments for five years, with option to purchase for $8,770 at that time.

Scripps Newspapers publish the *Tacoma Times*, *Provo Herald*, *Logan* (Utah) *Herald-Journal*, and *Couer d'Alene Press*. Scripps Newspapers and Mr. Hagadone control KVNI and KNEW. Mr. Howard owns 33.7% of *The Dalles* (Ore.) *Chronicle* and has interests in several other papers. Mr. Henke is an attorney and holds an interest in KVNI and KNEW.

Jacques DeMattos, sales manager of WNBZ Saranac Lake, N. Y., his wife, and Thomas J. Day have filed to purchase WNBZ for $50,000 from Thomas Durkan and Eugene Fitzpatrick. Mr. Day is owner-manager of the Northwood Sanatorium. He would own 10% while Mr. and Mrs. DeMattos would own 90%.

AN INVITATION TO SUCCESSFUL ADVERTISING

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

NBC WCKY CINCINNATI

at deadline

PLUMMER, COTTONE TERM RICHARDS' ANSWER EVASIVE

ANSWER of Mrs. G. A. Richards to FCC's request for clarification of Goodwill stations' program policies [BROADCASTING • TELECASTING, Sept. 24, 10] was termed evasive last week by FCC Broadcast Bureau Chief Curtis Plummer and General Counsel Benedict Cottone.

In "Comments" on Mrs. Richards' answers, Messrs. Plummer and Cottone again urged FCC to instruct examiner to issue regular decision on news-slanting charges against KMPC Los Angeles, WJR Detroit and WGAR Cleveland. Examiner had recommended dismissal of charges after death of G. A. Richards.

Mrs. Richards told the Commission that stations were and would in future abide by statement of principles, also had detailed specifics regarding bias, news-slanting, etc. FCC had asked her to clarify her response to a question regarding program plans in her application for involuntary transfer. She had answered that there would be no change in such policies.

CANADA DRY STARTS BIG PROMOTION DRIVE

CONTEST offering 255 pedigreed puppies as prizes—said to be biggest advertising campaign company has ever placed behind single promotion—will be launched by Canada Dry Ginger Ale, New York, through J. M. Mathes Inc., that city, to run through October and November with closing date Nov. 20.

In addition to live "dog" commercials to be seen on *Super Circus* (alternating Sundays, ABC-TV, 5-6 p.m.) starting Oct. 7, company will launch nationwide dealer co-op campaign on both radio and TV in every major and minor market, according to agency spokesman.

FANCHON & MARCO DENIED

FANCHON & MARCO request for permission to intervene in ABC-United Paramount case [BROADCASTING • TELECASTING, Aug. 13, 6] was denied Friday by FCC Comr. Sterling on ground theatre chain had no standing as party in case. However, that does not mean that Fanchon & Marco cannot or will not testify—it can do so upon request by FCC or on its own.

RADIO FREE EUROPE FUND

PROPOSAL that broadcasters, under NARTB aegis, contribute their highest half-hour rate for Radio Free Europe to yield sufficient funds to build powerful transmitter was made to NARTB District 14 meeting at Salt Lake City Friday by George Cory, KUBC Montrose, Colo.

Action was in form of resolution to be submitted at District's Saturday workshop session. Mr. Cory said this gesture would embody very personification of what free radio has achieved in United States in three decades. He declared it would provide "very sharp sword to cut through the Benton Bill and other overt thrusts at all radio's freedom."

TV STUDIO PROJECTS TURNED DOWN BY NPA

REQUESTS of Allen B. DuMont Labs and CBS New York for authority to start work on TV studio projects rejected by National Production Authority for fourth quarter. Sums were $1,150,000 for WABD (TV) and $230,000 for CBS. In list of construction denials for period ending Sept. 29, NPA also rejected project bids of following:

Neely Broadcasting Co. (WJAM Marion, Ala.), which received FCC CP June 27, "radio broadcasting," $12,000; Fort Industry Co. (WJBK-TV Detroit, Mich.), "TV studio," $169,200; Sioux Falls Broadcasting Assoc. (KSOO Sioux Falls, S. D.), which has CP for 5 kw n, 10 kw d, $19,500; Radio Station KABR (KABR Aberdeen, S. D.), "radio station," $4,564; Vine Street Realty Corp., Los Angeles, "TV studio," $5,330,000.

WGN MEDIATION SESSION

AFTER three-month delay, first arbitration between AFRA and WGN Chicago scheduled Oct. 23 with three mediators present. AFRA wants its members to handle video sound effects, claiming this is in accordance with existing contract. AFRA and IBEW expected to meet with management of WCFL Chicago again this week for continuing talks on salary increases. Station has offered each group $5 weekly raise and another $2.50 next January, which unions reject.

Howell Urges Comparative Media Data

ASSERTING broadcasters have forged weapons "to cut each other's throats through support of measurement and rating services," Rex Howell, president-general manager of KFXJ Grand Junction, Colo., served notice Friday at the NARTB District 14 meeting in Salt Lake City he would offer resolution Saturday designed to place radio on competitive footing with other media, notably newspapers.

His resolution read as follows:

Whereas, the broadcasting industry has long felt the need of an adequate technique of measurement that would properly reflect radio's circulation in comparison with the printed media, and

Whereas, existing methods of audience measurement while providing useful information such as program ratings and share of audience do not give radio a fair basis of consideration in comparison to the gross circulation information generally deemed acceptable by advertisers in the evaluation of printed media, and

Whereas, the use of the highly definitive studies such as the ratings services are demanded by advertisers in the absence of any other method of measurement, resulting in a generally confused evaluation of radio against other media, and

Whereas, broadcasters have unwittingly contributed to intramural conflicts by reliance solely upon a system which merely compares one broadcaster's service against another's rather than giving useful information on advertising coverage as a whole, therefore

Be It Resolved that the 14th District members of NARTB in convention assembled do recommend the establishment of a new nationwide form of audience study incorporating the useful aspects of the comparable circulation surveys made in Louisville by Dr. Raymond A. Kemper as reported on page 25 of the Oct. 1 issue of BROADCASTING • TELECASTING, titled "Impact," and

Be It Further Resolved that the District 14 broadcasters hereby go on record as opposing the further use of rating services except on such basis as will properly provide comparisons such as cost-per-thousand when compared to costs achieved by the application of readership to the printed media.

PEOPLE...

CARINO, BARON

LOUIS J. CARINO, WMGM New York program supervisor, has resigned to manage newly formed Cue Personnel Agency, New York specialists in clerical help for radio and TV stations. Mr. Carino has more than decade service with WMGM. Paul Baron, WMGM night management staff and formerly with KFMB San Diego, WHUC Hudson, N. Y., and WOKO Albany, succeeds Mr. Carino as program supervisor. Ray Lapolla, of WMGM news editing staff and former news editor of WGNR New Rochelle and WLNA Peekskill N. Y., replaces Mr. Baron.

JOHN W. PACEY

JOHN W. PACEY has been named director of Public Affairs Department of ABC, Pres. Robert E. Kintner revealed Friday. Mr. Pacey was appointed acting director of the department in mid-August when Robert Saudek resigned to join Ford Foundation [BROADCASTING • TELECASTING, Aug. 20]. Prior to that, Mr. Pacey had served since May, 1950, as assistant to Mr. Saudek, vice president in charge of public affairs. The new director joined ABC as trade news editor in 1945.

FRANK B. ROGERS JR.

APPOINTMENT of Frank B. Rogers Jr. as vice president in charge of sales for Reeves Soundcraft Corp., Long Island City, N. Y., was announced Friday. Former vice president and assistant general sales manager for Ampro Corp., Chicago, he receives his post as part of company's current expansion program.

ROBERT McKEE

ROBERT McKEE, formerly sales manager of Network Radio Sales in ABC's central division has joined NBC Radio Network Sales in Chicago as account executive. Mr. McKee, in the first 15 years of his advertising career, was vice president, treasurer and part owner of the Homer McKee Co. Inc., which had headquarters in Indianapolis and offices in New York and Chicago. He joined NBC's blue network in 1940 as account executive, remaining in network sales when ABC was established shortly thereafter.

ROBERT E. WILLIAMS

ROBERT E. WILLIAMS, treasurer and director of Doremus & Co., New York, since 1[illegible] elected vice president.

WARREN COX

WARREN COX promoted to director of public relations and publicity for J. M. Mathes Agency, New York, to succeed Arthur Monroe, who becomes executive for Capehart Farnsworth Corp. account. Mr. Monroe, who was appointed vice president last year, will retain overall supervision of public relations and publicity.

BRITISH ELECTION COVERAGE

GENERAL election in Great Britain will receive special coverage by ABC Radio beginning with British elections program Tuesday, Oct. 23 (8-8:30 p.m. EST) and continuing through election day, Thursday, Oct. 25. On-the-spot reports of climactic portions will be included in schedule under direct supervision of Frederick B. Opper, manager of ABC's London news bureau.

In The Heart of America...

It's the

KMBC KFRM

Team...and It's "Wholehearted"

Wholehearted

On The Air — or In Person!

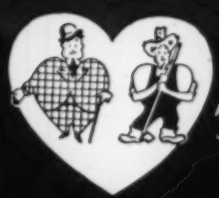
Program organization and the wide coverage of The KMBC-KFRM Team provides an important daily link between the trade capital, Kansas City, and thousands of rural homes in Kansas, Missouri, and portions of the surrounding states which comprise Kansas City's Primary Trade Area.

Just as important, however, is the wholehearted personal link between the Team personalities and the listeners. During the Missouri State Fair, the Kansas State Fair, and the American Royal, thousands of folks met and visited with Phil Evans—with Hiram Higsby and other KMBC-KFRM personalities. Similarly, every Saturday night hundreds more attend the "Brush Creek Follies" and during the course of the year, countless contacts are made through the sports, news and special events departments.

Evidence of the success of this "on-the-air or in-person" technique is that it is in part responsible for the fact that in urban, rural and metropolitan areas alike, The Team is on top by a margin of 3 to 2.

This advantage of more loyal listeners means more impacts for the advertiser, less cost per thousand and more product or service sales. Write, wire or phone KMBC-KFRM or your nearest Free & Peters Colonel.

To put it simply, to sell the Whole Heart of America, Wholeheartedly, use . . .



The **KMBC-KFRM** *Team*

6TH OLDEST CBS AFFILIATE • PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY